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ABSTRACT

Proposed programs and budgets for 1973-1974 of the following divisions of the Unesco Communication commission are summarized: Free flow of information and development of communication; Documentation, libraries and archives; Public information and promotion of international understanding; and, Statistics relating to education, science and technology, culture and communication. Recommendations for each division by the commission are included as an appendix to the report. (SJ)

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General Conference
Seventeenth session, Paris 1972

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17 C/98
13 November 1972

REPORT OF COMMISSION IV

PROPOSED PROGRAMME AND BUDGET, 1973-1974
DRAFT MEDIUM-TERM OUTLINE PLAN, 1973-1978

Chapter 4 - Communication

LI 004 153

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INTRODUCTION

1. Commission IV, on which all Member States and the Associate Member may be represented, was constituted in accordance with the decision of the General Conference at its seventeenth session. The agenda item referred to the Commission was:

Item 13.3 - Detailed consideration of the Draft Programme and Budget for 1973-1974, and of the Draft Medium-Term Outline Plan for 1973-1978.

2. The Chairman was Mr. Bernard B. Dadié (Ivory Coast), elected by the Commission at its formal first meeting. The Commission unanimously elected three vice-chairmen: Mrs. Maenmas Chavalit (Thailand), Mr. Iván Boldiszár (Hungary) and the Hon. Erskine Sandiford (Barbados), and its Rapporteur Mr. David W. Bartlett (Canada).

3. Between 18 October and 8 November 1972 the Commission devoted fifteen meetings to the consideration of Part II, Chapter 4 - Communication - of the Draft Programme and Budget for 1973-1974, at the same time discussing past activities as well as future programmes and guidelines, particularly those contained in the Draft Medium-Term Outline Plan for 1973-1978.

4. In accordance with the practice of the General Conference, the present document contains only a narrative and explanatory summary of the discussions. The texts submitted for adoption or approval (resolutions, budgetary appropriations, etc.) are reproduced separately (17 C/COM/3 Annex - Recommendations).

5. References to documents submitted to the Commission are shown in the relevant sections of the present narrative and explanatory part of the report.

6. On 8 November 1972 the Commission considered the draft report submitted by the Rapporteur (narrative part and recommendations) and approved it unanimously with certain amendments. At the same meeting the Commission expressed its thanks to its Chairman and vice-chairmen, and to the interpreters, Secretariat members and support staff who had made its work possible, productive, and perhaps even pleasant.

6A. As indicated in paragraphs 91 A, 122, 123 and 161 of this report, and paragraph 51 of the annex, in recommending that the General Conference approve the budget provisions for this sector, it was also recommended that the budget be augmented by a total of $210,000, apportioned as follows:

(a) To provide African Member States with advisory services in communication media development and planning, and with the equipment necessary for various pilot projects, subchapter 4.13, $80,000;

(b) For purposes outlined in 17 C/5, para. 4127, add $10,000;

(c) For purposes outlined in 17 C/5, para. 4132, add $80,000;

(d) To give effect to draft resolution 66, $40,000.

Organization of the Report

7. In its treatment of substance, this report generally follows the programme headings set forth in Chapter 4 of document 17 C/5, with a few minor departures in the interest of clarity. Texts and budgetary appropriations requiring further action by the General Conference appear in the annex and votes on these recommendations of the Commission are shown with the texts to which they refer. Votes on internal Commission decisions (such as amendments to recommendations) appear, of course, in the narrative.

8. In addition to its discussion of substance, the Commission found itself faced with a number of procedural questions bearing on the status and method of dealing with texts appearing in document 17 C/4. Since these debates are not likely to be of interest to the same people who may be concerned with the substance, they are for convenience reported briefly in a final section of the report, where the related decisions and votes also appear.

General Debate

9. The Commission devoted two meetings to a general debate on the whole Chapter in order to have an overall view of the proposed programmes and also the proposals concerning new activities. The Director-General opened the debate with a brief reference to the introduction to the relevant chapters in C/4 and C/5, which set forth the general approach taken by the Secretariat in the light of earlier General Conference decisions.

10. Twenty-nine delegations and the representative of the Holy See took part in the discussion. Most of their interventions bore on specific concerns within the Programme, and were often amplified in later session. They have accordingly been included in the sections of this report devoted to their substance.

11. One important theme appeared in the general debate and in many of the subsequent discussions more clearly than at earlier General Conferences. It is the close but complex connexion between communications development and cultural development, or, more inclusively, between mass media and culture. Representatives from the developing countries stressed the need for a close connexion between communications and the development process. Recognition of many aspects of these relationships was widespread, and was reflected in the concern with research and with communication policy both in Unesco and in Member States.

SUB-CHAPTER 4.1 - FREE FLOW OF INFORMATION AND DEVELOPMENT OF COMMUNICATION

Section 4.11 - Free Flow of Information and International Exchanges

12. The programme for the free flow of information and international exchanges gave rise to a full and extensive discussion. Almost all delegations participated and expressed satisfaction with the programme. Major attention focused on the content of information as well as on the concept that "free flow" implies widespread multilateral exchanges of ideas and information rather than simply the distribution of media content reflecting the cultural values of a few large production centres. These concepts were examined in the lengthy discussion of related projects on guiding principles in the field of space communication and the programme on codes of ethics for the mass media. Two distinct trends were noticeable; one stressed the content of information, and the other "free flow".

13. Most speakers welcomed the fact that the programme took realistic account of the enormous growth in the technology of mass communication which had created an increasing need to improve the quality of information. They felt that the emphasis on seeking a two-way flow between developing and developed countries represented an essential part of Unesco's mandate to promote the free flow of information as a basic element in the promotion of international understanding and intellectual exchange. Some delegations expressed dissatisfaction with the way this "free flow" exists at present, because it is essentially a one way flow from the developed to the developing nations. This leads, in their view, to grave distortion and misunderstanding. Many delegations stressed that freedom of information must be accompanied by responsibility on the part of editors, journalists and broadcasters and that, therefore, it was important to harmonize these two interrelated concepts.

(a) International circulation of persons and materials

14. A large number of speakers referred to the programme for the international circulation of persons and materials, with attention focused on proposals to eliminate barriers to the free flow of educational, scientific and cultural materials. Approval was voiced for the proposal to convene an intergovernmental conference on the Unesco Agreements on the Importation of Educational, Scientific and Cultural Materials (the "Florence Agreement") and on Facilitating the International Circulation of Visual and Auditory Materials of an Educational, Scientific and Cultural Character (the "Beirut Agreement"). This conference would consider updating these Agreements to cover new categories of materials, which were not taken into account when they were drafted. Specific mention was made of newsprint and other printing materials essential to the flow of information. A proposal to recognize the principle that sound recordings are educational, scientific and cultural materials and treated as such aroused considerable interest. After some debate, in which reservations of an economic and technical nature were expressed, it was agreed that this need not be the subject of a special resolution since sound recordings fell within the purview of the intergovernmental conference and could be raised there.

15. Some speakers felt that additional efforts were required to lower barriers to the free flow of materials and they noted with satisfaction that Unesco would work with other international organizations in the effort to resolve currency difficulties and the high cost of transportation.

(b) Promotion of the free flow of information

16. The foregoing concerns were echoed in the discussion of the programme for promotion of the free flow of information, which included projects on national news agencies and the periodical press. Many speakers stated their belief that these projects were essential to help ensure the essential two-way flow of news and other information. The meeting agreed that the work plan for the project on news agencies should provide for consultations with the International Telecommunication Union (ITU) and the International Air Transport Association (IATA) on the reduction of international cable rates and air-freight charges for news, and that assistance be provided to developing countries to build up the infrastructure for domestic news agencies. One delegate, however, said that the establishment of rates was the result of complex factors, and did not consider the matter to be within Unesco's purview. At the same time, work should be accelerated to help organize news exchanges between developing countries' national news agencies, particularly through the promotion of co-operative arrangements at the regional and sub-regional level. Unesco should study links among national agencies, and regional news alliances could be encouraged to promote exchanges of news feature material for developing countries. The representative of a developing country, however, pointed out that developmental news feature material should be gathered in the developing countries and Unesco should assist in these efforts.

17. Many of the same considerations were cited in connexion with the project on the promotion of the periodical press, which had an important rôle in providing for a multidirectional flow of news. One speaker noted that the periodical press could help improve the quality of information. In this connexion, several delegates spoke of the need to provide training, perhaps through regional workshops, both for news agency personnel and for the editorial staffs of the periodical press.

18. By a vote of 56 to nil with four abstentions the Commission amended subparagraph (b) of proposed resolution 4.11 in accordance with DR.136 (Peru).

(c) Space communication in the furtherance of Unesco's aims

19. The Assistant Director-General for Communication introduced this section of the programme which consisted of (i) studies and research, (ii) international arrangements and conventions, and (iii) assistance to Member States. He stressed the importance of the space communication programme, even though the budgetary provision was small. In presenting documents 17 C/76 and 17 C/76 Add. he gave a brief historical background of the decisions and consultations which had led to the preparation of the Draft Declaration of Guiding Principles on the

Use of Satellite Broadcasting for the Free Flow of Information, the Spread of Education and Greater Cultural Exchange, and he drew attention to the request of many delegations at the United Nations Committee on the Peaceful Uses of Outer Space that the Unesco General Conference should favourably consider giving the Committee an opportunity to comment before finally adopting the text.

20. Forty delegates discussed space communication in the general debate and in the debate on this section, where attention was centred on the Draft Declaration and particularly on whether its final adoption should be deferred until the next session of the General Conference. A statement was made by the representative of the African Union of Radio and Television Organizations (URTNA).

21. The Director-General had suggested in his contribution to the general debate that the General Conference should adopt a position on the Draft Declaration at the present session, bearing in mind the request received from the United Nations Outer Space Committee. The Declaration was certainly within the competence of Unesco, but it was also of concern to other bodies, as all matters relating to outer space fell within the broad terms of reference of the Committee on the Peaceful Uses of Outer Space. It was for the General Conference to decide how and when Unesco should proceed.

22. Many delegates emphasized the importance of new communication technologies for the flow of information and for development, progress and peace. Space technology was advancing more rapidly than the moral and ethical principles which should govern its use. Some delegates considered that it would be many years before direct broadcast satellites would be operating under conditions envisaged by the Draft Declaration, that it would be preferable to await practical experience of the problems that may arise, and that in any event there was ample time for further consultations to improve the text. Others stated that the matter was already urgent, that a Declaration proclaimed at this session could always be revised if necessary in the light of experience, and that the establishment of codes and principles should precede the realization of the situation they were intended to cover. One delegate drew attention to the fact that the delegations which were not in favour of Unesco taking up the Draft Declaration for consideration here were from the same countries which had rejected the move for the consideration of a convention in the Outer Space Committee of the United Nations.

23. There was general agreement that the effective use of satellite broadcasting would require a large measure of international co-operation. In view of most delegations there was an unassailable need for a declaration of guiding principles. Some, pointing to the dangers of unbridled use of broadcasting through satellites, stressed the importance of recognizing the principles of State sovereignty and equality. A delegation emphasized that the principle of freedom of information did not limit the sovereign rights of States to take necessary measures to protect their territories from hostile and illegal transmissions. Other emphasized that co-operation had to be based on principles compatible with the free flow of information and in accord with the Universal Declaration of Human Rights.

24. Some delegates suggested that adequate protection was provided by the regulations adopted by the World Administrative Radio Conference for Space Telecommunications convened by the International Telecommunication Union last year, together with the voluntary co-operative arrangements of the regional unions of broadcasters.

25. Attention was drawn to the activities of various organs of the United Nations with regard to the legal implications of space communications, and the resolution of the General Assembly (2776 (XXVI) calling upon Unesco to co-ordinate its activities with those of the Committee on the Peaceful Uses of Outer Space. Reference was also made to the recent decision of the First Committee of the General Assembly to request the Outer Space Committee to undertake as soon as possible the elaboration of principles governing the use by States of artificial earth satellites for direct television broadcasting with a view to concluding an international agreement.

26. There was full agreement that co-ordination with the appropriate United Nations organs was essential. It was noted that an observer from the United Nations had attended all the Unesco meetings which had discussed the Draft Declaration, that the Outer Space Committee had been kept regularly informed of the progress of work on the Draft Declaration and that the text contained in document 17 C/76 had been submitted to the last session of the Committee held in September 1972 for information and comment.

27. A large number of delegates reiterated that the preparation of a Declaration of Guiding Principles as proposed in the Draft lay fully within the competence of Unesco. The Unesco Declararation and a possible United Nations Convention were different in their legal intention and level, and they should not be regarded as mutually exclusive. Some delegates made the point that consideration and adoption of the Unesco Declaration, far from interfering with the work of the Outer Space Committee, was in fact essential for the deliberations of this Committee.

28. Delegates were divided on whether it was necessary to defer final adoption of a Draft Declaration until comments on the text had been received from the Outer Space Committee. Some delegates considered that the Declaration would carry little weight if it were adopted before the advice and expertise of the Outer Space Committee and its Working Group on Direct Broadcast Satellites had been taken into consideration. Furthermore, even though a Declaration of Guiding Principles is not a binding instrument, it must have the serious support of governments. It would lack authority if there were not a wide consensus on the text. Further time was necessary to achieve this.

29. Other delegates considered that adequate opportunity had been given to the Outer Space Committee for comment and that postponement for two years before adoption was not warranted. They pointed out that there had been a very long period of preparation before the presentation of a Draft Declaration to the present session of the General Conference, extensive consultations during the past two years, and a unanimous recommendation of a text by a meeting of twelve

experts. The experts had been nominated by Unesco National Commissions in their countries but it was pointed out that they had been invited in their personal capacities and their decisions, therefore, could not bind their governments.

30. The Commission considered document 17 C/DR.98, submitted by fourteen Member States proposing that consideration of a Draft Declaration of Guiding Principles should be deferred until the eighteenth session of the General Conference. It also considered 17 C/DR.208 submitted by Japan, incorporating a portion of DR.98, and subsequently revised, following the suggestion of the Director-General, to provide, inter alia, that the General Conference take note of the Draft Declaration which it fully endorses as a preliminary expression of views on the matter and invites the Director-General to take note of the comments of the Outer Space Committee, to seek the advice of the Unesco Panel of Consultants on Space Communication and to submit a Draft Declaration, revised as may be necessary, to the eighteenth session of the General Conference for consideration and adoption.

31. Amendments were proposed by Bulgaria and the United States of America to 17 C/DR.208 as revised.

A number of delegates raised points of order bearing on questions of procedure. A motion to adjourn the debate to permit preparation of a consolidated text of the draft resolutions and oral amendments was lost by 13 votes in favour, 53 against with 1 abstention.

32. A separate vote having been requested on various parts of the Draft Resolution, the Commission rejected an operative clause by 35 votes against, 23 in favour with 12 abstentions. This had the effect of defeating the proposal that a final decision on the Draft Declaration be deferred to the eighteenth session of the General Conference.

33. The Commission then considered the text of the Draft Declaration of Guiding Principles on the Use of Satellite Broadcasting for the Free Flow of Information, the Spread of Education and Greater Cultural Exchange contained in Part II of document 17 C/76. During the earlier course of the debate, a few delegations had stated that parts of the present text required clarification and improvement, in particular to Articles IX (1) and X. As regards Article IX, one delegate stated that this provision refers not only to international direct broadcasting - which would be acceptable - but also to unintentional transmissions, the spill-over of which neighbouring countries will be unable to avoid by technical means. Another delegate stated that Articles VI and IX in particular were not acceptable to him. Some delegates pointed out that they had earlier addressed themselves only to the questions raised in the draft resolutions and accordingly proposed that the substance be considered in detail, clause by clause. Other delegates stressed their view that the text had been fully and adequately debated and the Chairman pointed out that no draft resolution had been submitted proposing any amendment to the text.

34. A motion for closure of the debate was carried by 45 votes in favour, 14 against with 10 abstentions.

35. The Commission then voted on the text in its entirety. It recommended by 47 votes in favour, 9 against with 13 abstentions that the General Conference proclaim the Declaration of Guiding Principles on the Use of Satellite Broadcasting for the Free Flow of Information, the Spread of Education and Greater Cultural Exchange (for text of the Declaration see Annex).

36. Fourteen delegates explained their vote.

(d) Professional standards in the fields of the mass media

37. Thirteen delegates participated in the discussion on the new project on codes of ethics for the mass media. There was unanimous agreement that such codes would be valuable and that, if they were to be effective, they must be worked out in the closest co-operation with the professionals of press, film, radio and television. A number of speakers called, however, for immediate attention to the drafting of guiding principles on an international level, leaving national codes to national authorities. Other speakers maintained that the best sequence for the programme would be first to study national codes and to encourage more States to adopt such statements of principle. Once this had been done, it would be time to turn to international guidelines. One speaker, however, questioned the extension of such principles into the international sphere. A delegate set forth a three-step plan: for collection of data, comparative study and then the formulation of principles. The representative of the Director-General remarked in this connexion that international professional organizations had already begun to devise international standards with voluntary restrictions to protect the rights of individuals and it would be wise to await the results of their endeavours which could prove valuable for Unesco's own work. One delegate, however, pointed out that it would not be useful for Unesco to make a comparative study of national codes of ethics. Rather, studies for an international code of ethics should be undertaken immediately.

38. A speaker expressed strong reservations; in his view an international code of ethics might go counter to the very principles of cultural diversity and the free flow of information for which the Organization stood. Several other delegates also called for a prudent approach to the problem of codes of ethics. Nevertheless, they felt it would be useful to study existing national codes to see what common denominators existed. It was suggested that this might lead to a model code to which professional organizations in Member States might subscribe. Another speaker felt that Unesco should limit its programme to stimulation and support since codes were a matter for the professionals to consider in a national context. Another noted that codes could not be separated from the differing institutional structures in Member States, which would require preliminary examination.

39. While accepting the importance of national codes, several delegates emphasized that they were primarily interested in codes of ethics that would cover international reporting; in other words, a code for foreign correspondents.

40. They pointed out that national codes were within national competence, and that satisfactory arrangements existed, or were being formulated, in many Member States. On the other hand, there was at present no international code, and only Unesco could take the lead in trying to meet the need for one. A delegate suggested that such a code might concern itself not only with the rights and responsibilities of foreign correspondents but also with the obligations of the host country towards them.

40 A. The representative of the International Catholic Press Union addressed the Commission.

41. By vote of 50 for, 6 against, with 9 abstentions, the Commission recommended that the General Conference adopt draft resolution 13 Rev. (India), as amended during the course of the debate. (For text, see annex, resolution 4.111).

42. The Commission noted the work plans in section 4.11 of 17 C/5 and the relevant texts in 17 C/4.

43. By vote of 62 for, 0 against, and 4 abstentions, the Commission recommended that the General Conference adopt resolution 4.11, as amended. (For amended text, see annex).

44. By vote of 60 for, 0 against, and 5 abstentions, the Commission recommended that the General Conference approve the budget for section 4.11. (For amounts, see annex).

45. One delegate explained his vote.

Section 4.12 - Communication Research and Planning

46. Delegates of twenty-six Member States took part in the debate on this section, both within the general discussion of the Communication chapter and within the specific discussion of section 4.12. Many welcomed the new divisional structure combining communication research and planning and the emphasis being given to research directly related to the formulation of national communication policies. The orientation rôle of Unesco was appreciated and a number of delegates expressed the view that the research, policies and planning programmes responded to practical needs. Several emphasized that the need for research and for the development of planning methodologies are both urgent and related.

47. It was suggested by one delegate that the primary aim should be to improve the media and their field of influence and to adapt technology to social needs. One delegate stressed the importance, in this adaptation, of preliminary research and studies on institutional systems, while others emphasized that the primary need was for research devoted to policy formulation and the definition of methodologies for planning functional communication systems.

48. While supporting the general approach to the programme, combining meditation and action, and approving the new thoughts and new methods incorporated therein, a delegate pointed out that the final results of the research and planning programmes will depend upon effective implementation. Another, while supporting the measures proposed, suggested that the budget allocated to research and planning was too low.

49. In the execution of this programme, a delegate suggested that the spheres of competence of other bodies in the United Nations system should be taken into account. Other United Nations agencies should be consulted about activities concerned with communications planning, always recalling that it is the responsibility of Member States to plan their own communication structures.

(i) Research

50. In discussing the proposed programme of research and studies, two speakers suggested that communication studies were too scattered in various sections of the departmental programme such as 4.11 and 4.13. It was important not only to co-ordinate these studies, but also to take account of apparently parallel work within the Sector of Social Sciences, Humanities and Culture. There is evidence that cross-cultural comparative research has not been particularly effective, and a delegate accordingly suggested that the limited funds available for research within the programme should be directed more to that sort of multidisciplinary inquiry which can inform policy makers and planners. This view was supported by other delegates who stressed the need for the right research in the right place to ensure that policies were suited to national conditions. Another delegate considered that the research programme could be more valuable if more explicit attention was given to the rôle of information in promoting peace, friendship and international understanding.

51. Referring to the international programme of communication research, one delegate proposed that Unesco's function should be to integrate national communication research efforts. Another delegate asked for clarification of the status of the document "Proposals for an International Programme of Communication Research" (COM/MD/20), and the continuing rôle of the Advisory Panel on mass communication research. He suggested that further explanation of this programme in the light of C/4 and C/5 should be made available by the Director-General in a letter to Member States. The Assistant Director-General for Communication indicated that at present this programme was an international programme of research involving co-operation at the institutional level, and not an intergovernmental programme. The work plan would be revised to provide that Member States would be more fully informed.

52. A number of delegates indicated that their countries would be willing to offer their experience and co-operation through Unesco to the international community. For example, work being undertaken in Austria on new cultural communication patterns might well be important, and Canadian experience in new applications of film and videotape to solving community development problems might have relevance in other countries.

53. A delegate suggested that more importance should be accorded to the measurement of public opinion. Mass communications should incorporate systematic feedback procedures. He suggested that a seminar should be organized to discuss what Unesco might contribute in this respect.

54. Satisfaction at the continuity between research studies already carried out within 1971-1972 and the publication of research papers proposed for 1973-1974 was expressed. Publication of two studies on international communication structures was welcomed.

55. Several delegates referred to the international exchange of information on communication research and the co-operation between national and regional clearing houses and documentation centres. The Assistant Director-General agreed that, without budgetary implications, the newly created Nordic system for documentation would be included among those mentioned in the work plan.

56. A delegation expressed the view that communication documentation centres should not necessarily be established on a linguistic basis. Scholars from Hungary and other Eastern European countries would be very willing to collaborate, irrespective of language considerations.

57. One delegate asked about an apparent contradiction between the general statement that grants-in-aid to documentation centres would cease in 1976, and the specific provision that the terminal date for such assistance to the communication clearing house at the International Centre for Higher Studies in Journalism for Latin America in Ecuador would be 1973. In reply, the Assistant Director-General for Communication explained that it was never proposed that

these documentation centres should be indefinitely assisted by Unesco, and that three years of such assistance to each centre had been originally foreseen. By this time it was hoped that they would be self-supporting. The centres had been set up at different times and the terminal dates for grants-in-aid accordingly vary.

(ii) Policies and planning

58. The programme related to communication policies and planning was commented upon by 15 speakers, many of whom expressed their support of the general thrust. They agreed that communication policies are an important a pect of development planning, and that the communication media must effectively serve development needs. One delegate urged that Unesco should now stress the communication policy concept, while another recalled the need for more assistance to developing countries in this field. It was suggested that the programme should focus on the planning of communication systems within a national framework but, at the same time, international standards and norms based on research, equality of peoples and sovereign rights must not be neglected. In planning at the national level, traditional and mass media can be better reconciled.

59. A delegate expressed concern that references in the programme to the planning and development of communication structures might overlap with some of the interests of the International Telecommunication Union. He urged that a progress report on the development of planning methodologies be presented to the Executive Board at some appropriate time during the medium-term planning period.

60. The continuing programme related to communication policies was mentioned by a number of speakers, one of whom, while approving the concept, warned that the implied analogy with educational policy is not fully applicable since communication policy is much more related to political considerations. Nevertheless, most speakers agreed on the importance of the services which Unesco could provide to Member States in the formulation of their national communication policies. A speaker suggested that perhaps such ideas might usefully be developed first on a regional basis. Others warned that limited technical competence might be wasted if sound national policies were not established. It was also suggested that national policies could reduce many of the negative phenomena sometimes associated with communication and might contribute to rectifying the tendency to overemphasize sophisticated technology such as television and satellites, where other forms of communication might be more appropriate to the real needs of a number of developing countries.

61. The Commission noted the work plan and, by unanimous vote with five abstentions, recommended that the General Conference adopt resolution 4.12. (For text of resolution, see annex).

62. The Commission recommended by 50 votes to 5, with 3 abstentions, that the General Conference approve the Regular Programme budget for section 4.12. (For budget figures, see annex).

Section 4.13 - Development and Application of the Communication Media

I. General

63. In the debate upon the programme for the development and application of the communication media, thirty delegates participated. General approval was expressed for the programme and several delegates emphasized its particular relevance to developing countries. The need for continued co-operation with the United Nations Development Programme and with the Specialized Agencies of the United Nations system was also stressed. A good deal of the discussion turned upon the International Book Year, which is reported in subsequent paragraphs in the following section.

64. Several delegates welcomed measures suggested for promoting the development of communication media and the training of communication personnel. Greater emphasis on the training of journalists and writers was proposed. A number of delegates approved the principle of co-operation with regional mass communication institutes, and it was suggested that two-way communication flow should be an important element among the research programmes. It was also suggested that mass communication studies should be included in more educational programmes and the training of adult education leaders. Answering a request that CIESPAL (International Centre for Higher Studies in Journalism for Latin America, Quito) should continue to receive assistance in its regional activities for journalism training, the Assistant Director-General for Communication agreed that the name of the Centre be added to the list of institutes provided in paragraph 4068 of 17 C/5.

65. Satisfaction was expressed with the proposal to study the planning and management of a major communication system so that a management model applicable to developing countries might be prepared.

65 A. The representative of a developing country drew pointed attention to the special importance of satellite communication for development purposes. In this connexion, he stated that Unesco should give strong support to this activity. Unesco's efforts should not be limited to feasibility studies. Unesco ought to provide assistance for systems design, satellite production problems, development of international launch facilities, allocations of positions in the geostationary orbit and of adequate radio frequencies for educational and developmental purposes. Unesco should also be in a position to offer adequate expertise covering the modern communication disciplines with special stress on space communications. Finally, experts in space communications from the developing countries should be employed by Unesco, especially in regional efforts.

66. A number of delegates commented on the importance of life-long education in the programme and on the need to develop materials in a variety of media for new literates. The use of mass media in literacy programmes should always take account of the social factors inherent in illiteracy.

67. Several delegates commented on the importance of communication in rural development. In particular, the proposal to produce a film on the rôle of mass media in this field was welcomed.

68. The importance of film as an educational mass medium and as part of the activities of Unesco was discussed by a number of speakers. It was proposed that at some future stage an International Film Year (devoted especially to non-commercial films) should be designated, and a request made that further contracts should be awarded to the International Film and Television Council.

69. Several speakers referred to films for young people, and a proposal was made that a feasibility study should be undertaken on the possibility of establishing an international library of films for young people. Competent non-governmental organizations like the International Centre of Films for Children and Young People should continue to be associated with the work of Unesco and awarded contracts to fulfil specialized rôles. A delegate urged that Unesco follow up its preliminary studies on measures to encourage the preservation of valuable films.

70. Several delegates referred to the wider possibilities offered by modern media for creative activity in many social milieu. They expressed the hope that Unesco would concern itself with the relationship between communication and cultural development. It might also include in its research interests such subjects as the participation by all age groups in the production of contemporary music. It was also suggested that in mass communication programming the needs and interests of older age groups should not be neglected.

71. The inclusion in the programme (with the assistance of UNDP) of a number of regional activities in the Communication sector was welcomed, although the adequacy of the financial provision was queried.

II. International Book Year and the Promotion of Book Development

72. The Assistant Director-General for Communication drew particular attention to International Book Year and to the report presented by the Director-General on this subject in document 17 C/75 and Addenda 1 and 2. Noting that the Year had been enormously successful, he singled out a few new developments since the documents had been prepared, including the recent formation of an International Association of Scholarly Presses. He also noted that the Unesco film for the Year, "The Open Book", had been shown in 69 Member States and territories, with a potential viewing audience of 200 million television viewers.

73. It was clear from the discussion that International Book Year is a notable success, on the national level and on the international plane as well. This activity, in the best tradition of Unesco, had provided the impetus for many new and important initiatives, some of which were described by the twenty-six delegates who took part in the discussion.

74. The Commission heard details of many comprehensive programmes which had been carried out for International Book Year. The importance of the Unesco Symposium on Books in the Service of Peace, Humanism and Progress (Moscow, September 1972) was noted and publication of a booklet on the results of the Symposium was proposed. The Director-General's interim report in document 17 C/75 was commended and many delegates stressed the value of the definitive assessment of International Book Year which will be published early in 1973.

75. A number of delegates analysed the factors that had contributed to the success of the Year. They pointed to the effective work of the International Book Year Unit in serving to promote initiatives both in Member States and among international organizations. A delegate stressed that the success was attributable to the long preparation of the Year which had started with the Unesco regional book development meetings.

76. There was strong support for the paragraph of the Executive Board's proposal to maintain in the Communication sector a Co-ordination Unit for book promotion which would take advantage of the momentum generated by International Book Year.

77. Among the subjects for attention in the follow-up to International Book Year were the promotion of educational books and lower textbook costs; the provision of books for new literates; furtherance of authors' rights and the problems of printing and publishing in developing countries. Several speakers reported on the setting up of national book development councils and urged that the establishment and promotion of such councils should be a major concern of Unesco's book programme. A delegate suggested that Unesco give vigorous assistance to the training of printers and the development of publishing enterprises, the lack of which represented a serious impediment to book production, especially in the developing countries.

78. A delegate proposed that a communication be dispatched to Member States early in 1973 to initiate the follow-up to International Book Year. Another expressed the view that the definitive report on the Year should contain information on how many books had been published during International Book Year, how many libraries established and other practical measures adopted including national co-production of textbooks, the promotion of children's literature and the expansion of national publishing industries and bookstores.

79. The Commission heard an account of the work of the Support Committee for International Book Year which would continue as a permanent inter-professional group on books. The hope was also expressed that the Charter of the Book would become a regular feature of activities by the book community.

80. Most delegates stated that their countries already had plans to prolong the Year's programmes. The United States, for example, was giving serious attention to continuing the programme through the bi-centennial celebration of the founding of the country in 1776.

81. Many speakers, especially from the developing countries, expressed their satisfaction with the work of the Regional Book Development Centres in Asia and Latin America. They stressed the importance of strengthening the work of existing centres, especially in training and urged the early establishment of additional centres to serve Africa and the Arab States. One delegate expressed his opposition to co-operation between the Organization of American States (OAS) and the Regional Book Development Centre in Bogotá, on the grounds that such co-operation hampered the expansion of Unesco's activities in Latin America.

82. Various speakers emphasized the need for books written in the preferred language of readers, especially new literates. They therefore suggested that the book development programme should include activities designed to encourage writing, especially in developing countries. The programme should also attach prime importance to the development of national book publishing and distribution in order to reflect the tastes, values and needs of the potential local audience. This in turn requires that priority be given to the training of personnel for all aspects of the book industry.

83. Some speakers emphasized the serious gaps existing in the field of children's books; particular attention should therefore be given to the provision of suitable books for the young, and Unesco should take a special interest in the question of the content of books intended for children and young people.

84. The representativesof the International Federation of Journalists and the International Federation of Newspaper Publishers made statements during the debate.

85. Replying to questions, the representative of the Director-General observed that the debate had given shape to the structure and programme for Unesco's future work plans on book promotion. National institutions in the form of book development councils or book committees existed in some 70 countries. Regional book development centres already established or in the process of formation would function throughout the developing world. An inter-professional group was being formed to continue, in co-operation with Unesco, the significant initiatives taken by the book community in 1972. All these factors, endorsed during the discussion, pointed to the prospect that the momentum generated by International Book Year would be maintained in the years ahead.

III. Decisions

86. The Commission decided unanimously to recommend that the General Conference adopt the resolution prepared by the Executive Board and appearing in document 17 C/75 Add.2. (For text of the resolution, see annex.)

87. The Commission took note of draft resolution 47 (India) and draft resolution 119 (Italy) on the understanding that they would be included in the work plan.

88. By a vote of 50 to 0, with 10 abstentions, the Commission amended sub-paragraph (b) (ii) of 17 C/5 resolution 4.13 in accordance with draft resolution 135 (Peru).

89. By a vote of 52 to 0, with 10 abstentions, the Commission amended sub-paragraph (b) (iii) of 17 C/5 resolution 4.13 in accordance with draft resolution 135 (Peru).

90. The Commission unanimously recommended that the General Conference adopt resolution 4.13, as amended. (For text of the amended resolution, see annex.)

91. After taking note of the work plan for section 4.13, the Commission recommended by 60 votes to 4, with 3 abstentions, that the General Conference adopt the budget proposed for section 4.13. (For budget figures, see annex).

91A. At its final meeting, after further examination of the budget for section 4.13, the Commission recommended, by 60 votes to none, with 2 abstentions, that the General Conference approve a supplementary credit for the Regular Programme under this section, for the purposes of providing African Member States with advisory services in communication media development and planning and with the equipment necessary for various pilot projects.

SUB-CHAPTER 4.2 - DOCUMENTATION, LIBRARIES AND ARCHIVES

General

92. The delegates of 30 countries and representatives of two international non-governmental organizations took part in the discussion on sub-chapter 4.2 Documentation, Libraries and Archives.

93. All speakers expressed general satisfaction with this part of the programme which was considered to be in line with the needs of developed and developing countries for documentation and information systems.

94. Some speakers felt that the programme and resources available should be concentrated more round major professional objectives and given greater cohesion. Many speakers expressed concern at apparent overlapping, especially with UNISIST. Some delegations suggested that the division of responsibility should be made clear and the Department of Documentation, Libraries and Archives should be responsible for professional training and for helping to establish the national infrastructures in developing countries to enable them to benefit from the sophisticated systems involved in UNISIST. One speaker however, stressed that the overall co-ordination function should be assigned to the Science Sector.

95. In view of the great importance attached to the development of Documentation, Libraries and Archives, particularly by developing countries and noting further that the present allocation for sub-chapter 4.2 in 17 C/4 falls far below the expectation of many delegations, the Director-General was urged to seek ways and means to augment the allocation for sub-chapter 4.2 both in 1973-1974 and in planning for the future.

Research and planning

96. A number of speakers noted with satisfaction the emphasis on the planning of documentation, libraries and archives infrastructures. The needs of developing countries for fully integrated services, including electronic data processing techniques were underlined and several delegates recommended that additional funds be provided for the establishment of such services.

97. The holding of an intergovernmental conference on planning overall national documentation, library and archives infrastructures was welcomed on the whole, provided that it was carefully prepared in co-operation with the competent non-governmental organizations. Several suggestions were made: that an international group of experts meet first to explore the objectives of the conference; that a regional European conference be convened first to provide a balance sheet for the intergovernmental conference to examine. Several delegates stressed the importance of defining more clearly the purpose of the conference and limiting it to two or three major problems and concrete targets. A delegate was in favour of postponing the intergovernmental conference until the next biennium when some experience with UNISIST would be available.

98. The International Information System on Research in Documentation (ISORID) was considered important by several delegates, particularly as a means of offering advice to developing countries. It should be processed by the Computerized Documentation Service.

99. A delegate expressed some disappointment that sub-chapter 4.2 in 17 C/4 simply projected past experience rather than offering considered alternatives which would enable the General Conference to establish a strategic plan for future action with a well-balanced pattern of expenditure.

Development support

100. A number of delegates stressed the importance of the training of professional staff and supported the two draft resolutions 166 and 204 which proposed strengthening Unesco services in this area through organizing training centres and specialized meetings for information specialists in Latin America. A delegate proposed that such activities be extended to Africa and Asia as well.

101. A delegate referred to this sub-regional training school set up with Unesco assistance in Senegal, and urged that a similar centre be created for English-speaking Africa. A large number of speakers stressed the usefulness of short-term training courses, symposia and seminars.

102. The importance of devoting a major part of the programme to public libraries in developing countries was stressed by a speaker who also dealt with the need to ensure the provision of suitable books for new literates. Public libraries in rural areas should participate in literacy campaigns and offer their reading rooms for this activity to help people acquire the reading habit. They should have bookmobiles at their disposal to reach readers in remote and scattered areas. The proposed pilot project on public libraries in Latin America should be in a country which had already done some literacy work. Draft resolution 199 summarized these objectives.

103. A delegate expressed thanks to Unesco for assistance in creating a national scientific and technical information centre in Bulgaria. His Government hoped that the Department of Documentation, Libraries and Archives would continue in the future to service this project.

104. A delegate welcomed the proposed activities of the Computerized Documentation Service (CDS) and offered to make Swedish experience available. He felt that CDS should also index the Unesco features which had a big impact in educational areas. Other delegates also considered that priority should be given to this service and stressed the importance of assuring its compatibility with similar services in other United Nations organizations.

105. The CDS should be used for training and particularly for demonstration and advisory purposes. Several delegates also noted the importance of the Department of Documentation, Libraries and Archives as a competent source of unbiased opinions and advice to developing countries as regards the choice of equipment and use of automation in libraries, documentation centres and archives.

Archives

106. Most speakers said that organized archives are essential both to foster national identity and to support public administration. They accordingly proposed that the Unesco programme be strengthened and extended, and given the necessary additional funds. In this connexion they welcomed draft resolution 123 which aimed at according higher priority to national archival infrastructures and reinforcing the Departments' archives component.

107. The expanding efforts of the International Council on Archives, particularly in creating regional branches, and in developing national archives services and training facilities, were welcomed. Several delegates considered that the subvention of the International Council on Archives should be increased and welcome the Council's intention to create an international foundation to assist developing countries establish their archival infrastructures.

108. Several speakers proposed that Unesco should prepare a guide to archives of governmental and non-governmental international organizations as well as a retrospective archival bibliography covering the last 12 years. The bibliography was formerly published in Archivum; funds should also be made available to enable the current bibliography to be started again and continued in Archivum.

109. The need for regional training centres for archivists similar to the one set up in Dakar, Senegal, was expressed. Similar centres should be established for English-speaking Africa and South-East Asia; also for the Arab countries where rich archival resources are dispersed in the public and private sectors of the Arab world. Efforts were needed to make them available for research. The creation of an itinerant archivist's post in a Unesco regional office was suggested.

110. A delegate proposed that groups of archivists studying at Dakar should carry out short in-service training courses at the pilot project in the Ivory Coast which has been initiated with the assistance of Unesco.

111. The problem of manuscripts relating to developing countries held by certain developed countries was raised in two interventions. It was suggested that a convention might be prepared to provide that microfilms of the manuscripts would be supplied to the country of origin. Also, to make this research material available, assistance should be given for the compilation of comprehensive catalogues of these manuscripts.

112. Several delegates proposed amendments to draft resolution 123 specifically to ensure that its relevant provisions would extend to English and French speaking Africa, Asia, Arab States, Latin America and Mediterranean countries. These suggestions were accepted by the sponsor.

113. The representative of the International Federation of Library Associations and of the International Council of Archives addressed the Commission.

Co-ordination with UNISIST

114. Almost all speakers showed concern for overlapping with UNISIST. Unless the necessary co-ordinating measures were taken, this could result in dispersion and waste of meagre funds, as well as in confusion in governments and associations receiving different advice from various sectors of the Organization.

115. Several delegates considered that while UNISIST should bear responsibility for the elaboration of policy, the Department of Documentation, Libraries and Archives should be in charge of operations, including the establishment of national information networks required to give effect to UNSIST in developing countries. Several other delegates considered that the responsibility for the co-ordination of all Unesco activities in the field of documentation should be entrusted to the Department of Documentation, Libraries and Archives. One speaker, however, stressed that the overall co-ordination function should be assigned to the Science Sector.

116. The Assistant Director-General for Communication assured the Commission that the need for co-ordination on this matter was a major concern of the Secretariat. The intellectual design of UNISIST should remain in the Science Sector close to the needs of its scientific clientele; most arrangements for application should rest with the various divisions of DBA. Parallel action might develop in some areas but the Director-General had established internal measures to avoid duplication through the Interdepartmental Committee on Documentation on which all Sectors of Unesco were represented.

Decisions

117. The Commission took note of draft resolutions 199 (Brazil), 166 (Argentina) as amended, and 204 (Brazil) as amended, on the understanding that the substance would be incorporated in the work plan.

118. The Commission took note of the amended work plans for sub-chapter 4.2.

119. The Commission recommended that the General Conference adopt resolutions 4.21, 4.22, 4.23 and 4.24 as they appear in the document 17 C/5, without amendments. (For texts of resolutions and vote totals see annex).

120. One delegation explained its vote on resolution 4.21.

121. The Commission recommended that the General Conference approve the budgets associated with sections 4.21, 4.23 and 4.24 as they appear in 17 C/5. (For budget figures and vote totals see annex).

122. By 19 votes in favour, none against and 19 abstentions the Commission recommended that the budgetary provision for activities under 17 C/5, paragraph 4127 be increased by $10,000.

123. By 18 votes in favour, none against and 20 abstentions the Commission recommended that the budgetary provision for activities under 17 C/5, paragraph 4132 be increased by $80,000.

124. The Commission recommended that the General Conference approve the budget associated with section 4.22 of 17 C/5 with the addition of $90,000 for the purposes outlined above. (For budget figures and vote totals see annex).

125. Four delegations explained their votes.

126. The Commission recommended that the General Conference adopt a resolution corresponding to draft resolution 123 (U.S.A.) as amended. (For the text of the resolution and vote totals see annex).

127. Five delegates explained their vote.

128. After a procedural debate which is reported separately the Commission recommended that the General Conference adopt as a recommendation the text appearing as 4.2 in the Draft Medium-Term Outline Plan. (For the text of the recommendation and vote totals see annex).

SUB-CHAPTER 4.3 - PUBLIC INFORMATION AND PROMOTION OF INTERNATIONAL UNDERSTANDING

General

129. Thirty-one speakers took part in the debate on Chapter 4.3 which was discussed as a whole. Attention centred on a proposal that a draft declaration on fundamental principles governing the use of the mass media should be prepared, and on the decentralization of public information activities, on the increased use of co-productions and on the expansion of the revolving coupon fund. In addition, many speakers offered constructive suggestions and criticisms bearing on other aspects of the programme. For convenience these matters are dealt with in sections of the report corresponding to the subject matter.

130. Most delegations expressed satisfaction with the general orientation of this Sub-Chapter and with the services provided by the corresponding parts of the Secretariat. Nevertheless, taking account of the importance of making Unesco and its work better known in Member States and of the rôle of information in promoting international understanding, there was concern about the limited resources which could be made available. A delegate pointed out that the budget provided for Sub-Chapter 4.3 had been increased by a lower proportion than the Unesco budget as a whole. He felt that this inequality required attention in the future.

131. Most delegations also supported a draft resolution (225) proposing that Member States and Unesco should accord special attention to the objectives of the Second Development Decade in public information activities. This resolution, which was welcomed by the representative of the Director-General, was unanimously endorsed by the Commission. (For text of the resolution, see Annex).

Press and publications (Section 4.31 of 17 C/5)

132. The 21 delegations who referred to the work of the Press Division were unanimously in favour of the measures of decentralization undertaken or proposed. Expressing general satisfaction with the draft programme, they also endorsed the policy of increased co-operation with National Commissions.

132A. Some delegates expressed the wish that closer co-operation should be established between Unesco press services and National Commissions so that the commissions might play a greater rôle in the dissemination of Unesco material and publications.

133. Many speakers referred to Unesco Features, and expressed satisfaction with this service. Several mentioned the use made of it in the media and in education in their countries, and two interventions urged the need for more language editions.

134. Support for the Unesco Chronicle was more qualified. A delegate suggested that it was costly to produce and that the resources might be better used for more dynamic information activities. He thought that production of an

official bulletin was not really the function of a public information service and accordingly proposed that the Chronicle be discontinued or converted into a quarterly publication. Other speakers thought that the Chronicle was potentially useful, and should be improved rather than abandoned. It should stress information useful to National Commissions for their own purposes and for their national information activities. A delegate pointed out that in his country it was now a valuable source of material for re-publication.

135. The programme of seminars for journalists was widely supported. Several delegates drew attention to the positive effect of these seminars in improving informed coverage of Unesco activities in their countries; one emphasized the need to involve educational journalists and another pointed out that journalists should be the natural allies of Unesco.

136. Welcoming what one speaker called "the commendable plan for field information service posts" as part of the general policy of decentralization, delegates thought that this would help in increasing understanding through profsional reporting and also contribute to the two-way flow of information which had been so often stressed in earlier debates. A speaker suggested that adequate travel budgets would be required for those regional posts and proposed that services in Africa should be organized to take advantage of the most convenient travel facilities rather than on linguistic criteria.

Unesco Courier (Section 4.32 of 17 C/5)

137. During the debate many speakers from all parts of the world praised the high quality and presentation of the Unesco Courier. A delegate called it one of the best publications in the world, and two others pointed out that the magazine was used in the schools of their countries even in foreign language classes. A speaker expressed the view that the level of the Unesco Courier was perhaps a little too sophisticated and suggested that articles be designed to appeal to a wider popular audience.

138. A number of delegations spoke on plans for new language editions and a possible children's edition of the Courier. A delegate expressed the hope that the magazine would soon be published in Swahili. Another delegation expressed concern lest a junior edition of the Courier would be expensive; he would be opposed to such a plan unless the project could be made self-sufficient. A delegate endorsed the suggestion made first in the Executive Board that the possibility of launching a special edition of the Courier for new literates should also be studied. The plan for a Unesco Courier book club was supported in several interventions.

139. Two speakers suggested that the Courier would be improved if authors were drawn from a wider range of countries. A delegate proposed that the magazine might carry more articles on the activities of Unesco itself. Acceptance of advertising in national editions was proposed by a delegate who thought that this would alleviate financial difficulties. He also pointed out that the title "Courier" is meaningless in Asian languages and proposed that it be changed or translated in these circumstances.

140. The Assistant Director-General for Communication welcomed the proposals made during the debate and agreed that the suggestions for a youth edition, and for a special edition for new literates and rural populations, would receive serious study within the context of the work plan.

Radio and visual information (Section 4.33 of 17 C/5)

141. A number of delegations, while welcoming the programme proposed for radio and visual information, expressed reservations about the intention gradually to phase out direct production of films by the Organization. They emphasized the importance of films as vehicles for public information; for example, a delegate pointed out that most Unesco films are shown on television in his country to an evening audience of more than 3,000,000 viewers out of a population of more than 8,500,000. Another delegate wanted to be assured that the reduction in direct film production would be balanced by an increase in the other services provided to national television organizations.

142. Referring to the proposal that co-production should be increased in all activities of the Office of Public Information, a delegate expressed the reservation that this policy might favour the outlook of the industrial countries where, of course, facilities for co-production are most readily available. Sponsors of the proposal explained that the co-production policy was certainly intended to include developing countries as well.

143. In his comments, the Assistant Director-General for Communication stressed that the new approach to film production was not intended to diminish the presence of Unesco in the visual media or to discontinue the use of films within the Unesco public information programme. Decentralization and co-production would, in practice, increase assistance to national television organizations through reorientation of present production methods. This would involve the more economic production of short television reports on Unesco activities adapted through co-production to the particular interests of national and international audiences.

Public liaison, and coupon plans (Section 4.34 of 17 C/5)

144. Delegates referring to the overall work of the Public Liaison Division expressed their satisfaction with present activities, and with the proposed programme. Some delegates mentioned particularly the gift coupon programme, which is important not only as a means of practical co-operation but also as a contribution to international understanding.

145. Several delegates stressed the value of the Unesco clubs and hoped that this programme might be expanded and co-ordinated on both the national and international levels. Unesco clubs offer an important vehicle for making the public aware of Unesco and its work, and well merit the attention and support of National Commissions. The delegate of the host country announced that Poland would organize a second European regional meeting of Unesco clubs and associated schools in 1974.

146. Most of the discussion in this section turned on the proposal to increase the revolving fund established to assist Member States in acquiring educational and scientific material for technological development from $400,000 to $1,000,000. In this regard, the Chairman reminded the Commission that the proposal had also been referred to the Administrative Commission which would be concerned with its financial and technical aspects.

147. The proposal was generally supported by the Commission. Several delegates pointed to the usefulness of the present arrangement, particularly for countries facing foreign exchange difficulties. In order to make authorities in Member States more appreciative of Unesco's efforts in this regard, a delegate suggested that books and equipment purchased with Unesco coupons should bear some appropriate label. On the other hand the Commission was fully aware of the financial problems facing Unesco itself and it was suggested that if it were not possible to increase the revolving fund to the full extent requested, every effort should be made at least to add something to the amount provided in the 1973-1974 budget.

148. While expressing their sympathy for these objectives, two delegates indicated that they could not support the proposal in the light of the financial difficulties set forth by the Director-General and bearing on the overall financial problems of the Organization, and the practical difficulties involved in making use of some national currencies over the short term.

149. The Deputy Director-General indicated that he fully appreciated the objectives of the proposal and the real needs which gave rise to it. However, realistically, he could not share the optimism of certain delegations about the possibility of using national currencies acquired through the issue of coupons. He recalled the financial difficulties arising from the delay in receiving the assessments of various Member States and from the international monetary situation. The United Nations itself and the United Nations Development Programme faced similar problems and there was no practical possibility of help from that source. Funds-in-trust do not offer a solution either, partly because they are in fact "in-trust", and partly because it is not the practice to hold large balances.

150. The Commission recognized that many of these questions remained to be considered later by the Administrative Commission.

151. By a vote of 36 for, 5 against and 21 abstentions the Commission accepted draft resolution 75 (Cuba) which will have the effect of adding to paragraph 4190 of 17 C/5 the following sentence "the Director-General will study the possibilities of increasing to one million dollars the insurance of such coupons in the light of the financial situation of the Organization."

Anniversaries of great personalities and events (Section 4.35 of 17 C/5)

152. Seven delegates spoke on this section of the programme. One of them suggested that the Secretariat, in co-operation with Member States, should ensure that the list of anniversaries was strictly in accordance with the

resolution of the General Conference which authorizes this activity. Some concern was expressed that the list might become too long; there is a need for reasonable selectivity. Another delegate expressed the view that Member States do not perhaps pay enough attention to this programme which can contribute to better mutual understanding of cultures. He suggested that the item should be placed on the agenda of regional conferences of National Commissions. In one country the network of Unesco youth clubs is considering the preparation of a "Unesco Calendar" which would include important dates for the United Nations as well as international commemorative days and major anniversaries.

153. The delegate of Afghanistan lodged a strong protest against the contents of document COM/MD/22/Add.2 Corr., dated 28 October 1972 which he described as a distortion of historical facts. He called upon the Secretariat to rectify the error. He also urged the Secretariat to be extremely careful where suggestions such as this were made to it by the Member States, particularly those whose history and culture were either interrelated or a common cultural heritage is shared by them.

153A. The Chairman drew the attention of delegates to the fact that the Commission was not engaged in a discussion.

154. Other delegates, and in particular the delegate of Iran, who, supported by the delegate of Egypt, made a statement on various universal, regional and national aspects of the life and work of ABU-Reyhan Birumi and DJELALUDDIN Molame, quoting what they themselves had said regarding their origins, stressed the difficulty of assigning nationality to peripatetic scholars and writers of earlier historical periods in terms of present-day boundaries. They suggested that, especially in Unesco, one should not make an issue of the question of nationality but rather join together in commemorating these very great men of the past whose thought and works are such an important part of the heritage of all the peoples of Islamic tradition and civilization, and indeed of the world as a whole.

Preparation of a Draft Declaration

155. Many delegations took part in the discussion of the proposal that Unesco should prepare a draft declaration on "the fundamental principles governing the use of the mass information media with a view of strengthening peace and international understanding and combating war propaganda, racism and apartheid". In introducing the resolution, one of the sponsors made it clear that what was intended was that a "declaration" be prepared for submission to the eighteenth session of the General Conference, rather than a "recommendation" within the terms of the Rules of Procedure and Article IV of the Constitution.

156. Most of the speakers supported the proposal. They pointed out that such a declaration would be fully in accord with the principles of Unesco as set forth in the Constitution and in many other declarations and resolutions of the General Conference. The present debate had shown the widespread concern with the rôle of the mass media in influencing the attitudes and values of the public and it would, in short be most desirable to bring many of these considerations together in a considered text which might best be embodied in a formal declaration.

157. Other speakers, while subscribing to the objective of strengthening peace and international understanding, expressed strong reservations about the method proposed. They felt that the content of mass media was primarily a matter for professional responsibility on the part of journalists and broadcasters, rather than an appropriate subject for legislative guidance. In some countries there is a fundamental contradiction with principles enshrined in national legislation respecting the right to freedom of information and expression.

158. In response to questions, the Deputy Director-General noted that the proposal was not so much concerned with Unesco's own use of mass media as it was with the overall objectives and the rôle of the media throughout the world. Accordingly, the proposal was accepted; Secretariat responsibility for preparing the draft would rest with the Division of Free Flow of Information rather than with Unesco's own public information service. He called attention to the present substantial programme in this general area involving, for example, satellites, codes of ethics, and assistance in the establishment of news agencies, and asked that this be kept in mind. A good deal of ground work is required in advance of the presentation of a draft declaration, since people need to understand the problems in practical terms if the words of the declaration are to have real results. Finally, he noted that related issues were also being considered at the United Nations and the implementation of the present proposal would accordingly require close co-operation with the United Nations as well as with the professional organizations concerned.

159. The sponsors of the original draft resolution (DR.66) introduced certain amendments.

160. By 32 votes in favour, 15 against and 13 abstentions the Commission recommended that the General Conference adopt 17 C/DR.66 as amended.

161. The Commission also recommended that the General Conference approve the additional budget allocation of $40,000 required to give effect to this resolution. (For text of resolution, see Annex.) Nine delegations explained their votes.

Decisions

162. For positive recommendations on draft resolutions 225 (several sponsors) and 66 (several sponsors) see foregoing paragraphs 132 and 161-2 respectively.

163. For disposition of draft resolution 75 (Cuba) respecting the revolving fund see paragraph 152.

164. Draft resolution 14 (India) and 167 (four sponsors) respecting press and publications were noted by the Commission on the understanding that their substance would be taken into account in the Work Plan.

165. The Commission recommended that the General Conference adopt resolutions 4.30, 4.31, 4.32, 4.33, 4.34 and 4.35 as they appear in document 17 C/5

and that the General Conference approve the associated budget estimates. (For texts of resolutions, budget figures and vote totals, see Annex).

166. The Commission unanimously recommended that the General Conference adopt a recommendation containing elements drawn from the proposed recommendation 4.3 in 17 C/4 and DR.144 (France). (For text of the recommendation, see Annex)

167. The Commission noted the Work Plans in Section 4.3 of 17 C/5 and the associated texts in 17 C/4.

168. Finally, the Commission recommended that the General Conference approve the budget allocation for Sub-Chapter 4.3. (For figures and vote, see Annex).

SUB-CHAPTER 4.4 - STATISTICS RELATING TO EDUCATION, SCIENCE AND TECHNOLOGY, CULTURE AND COMMUNICATION

169. Eight delegates took part in the debate of this sub-chapter, which deals with the programme of statistics relating to education, science and technology, culture and communication.

170. Most of the speakers paid tribute to the statistical programme of Unesco, indicating their firm conviction that reliable statistical data were indispensable for planning and policy-making. Several delegates expressed their appreciation of the assistance give by Unesco in helping their countries organize their educational statistics systems and it was pointed out that the Unesco recommendations, for example on statistics of educational enrolment by age and grade, had been instrumental in improving them. The speakers also noted that statistics on science and technology have shown significant development and that the data collected have proved to be very useful in matters concerning science policy. They also stated that further studies in this branch of statistics should be encouraged.

171. Two of the delegates singled out for special mention the Regional Seminar on Statistics of Culture and Communication in Africa which was held in April 1972 in Addis Ababa, expressing their appreciation of the usefulness of this Seminar for their countries and strongly supporting the proposed Regional Seminar on the same topic to be held in Asia during 1973-1974. Support was also expressed for the proposed post of Regional Adviser in Statistics for Africa, with the hope that this would not be limited only to educational statistics, but might also include cultural statistics. One delegate pointed out the practical considerations involved in having only a single adviser post for this large region.

172. A delegate gave strong support to the project on the International Standard Classification of Education (ISCED) and emphasized the importance of Member States being given the opportunity to comment in detail upon the classification. The representative of the Director-General assured the Commission that the programme for ISCED provided the opportunity both for written official comments from each Member State in 1973 and for their representation at a meeting of governmental experts to be held in 1974. The programme of education projections was also welcomed, and a delegate hoped that this programme would be carried out in close collaboration with the Member States themselves, particularly those who had already carried out their own education projections.

173. Two delegates commented upon the number and complexity of Unesco questionnaires, which represented a considerable burden on the statistical services of Member States. The Secretariat was requested to study this matter with a view to determining whether certain data might not be collected at less frequent intervals. The representative of the Director-General indicated that such a review had already been started, but pointed out that in many instances, the data requested are annually collected by the national statistical services from institutions in the country and thus were readily available. A delegate

urged that the Unesco Office of Statistics take the lead in co-ordinating and standardizing the collection (at the world level), of the statistical data of concern to Unesco, both within and outside the Secretariat, to avoid any duplication of requests, or unnecessary requests, to Member States.

174. In presenting the draft resolution 17 C/DR.195, one of the sponsoring delegations pointed out that communications policy and research requires strong statistical support, including ultimately the existence of a computerized bank of statistical data which can be called upon to answer the needs of planning and research. The speaker also indicated that a more comprehensive approach to communication statistics was required, and expressed the opinion that including statistics on radio and television, for example, as a part of cultural statistics does not answer the specific needs of communications research. The speaker suggested that mechanisms were needed for co-ordination of statistical activities with research and planning and therefore proposed that there be a separate major section in the Office of Statistics for communications statistics.

175. In reply, the Assistant Director-General for Communication noted that a restructuring and further strengthening in this regard would be difficult to implement in the short term, but that the Secretariat was indeed in agreement with the objectives of the draft resolution, and would take careful note of it in implementing the proposed present and future programmes.

176. On the Chairman's suggestion, the sponsors accordingly agreed that this resolution need not be put to a formal vote but that it would be incorporated as appropriate in the Draft Medium-Term Outline Plan 1973-1978 (17 C/4).

177. In the debate concerning cultural statistics, several delegates pointed out that these statistics as presently collected by Unesco do not represent cultural activity in Member States since they do not cover all cultural activities, particularly as concern cultures which rely heavily on oral traditions and non-instructional frameworks in many countries of Africa and Asia. It was also pointed out by one delegate that under these conditions neither the literacy rate nor numerical statistics about the number of libraries, theatres, etc. could be regarded as accurate indicators of the cultural state of all societies. New methodologies would therefore have to be developed to assess quantitatively the cultural profiles of these societies. It was also felt that specialists from these regions should be invited to study these questions and propose to Unesco modifications and additions to its programme of data collection.

178. The Commission then unanimously recommended that the General Conference adopt the draft resolution 4.41 (para. 4212 of document 17 C/5). The proposed budget for sub-chapter 4.4 (para.4211 of document 17 C/5) was approved by 51 votes in favour, none against with 8 abstentions. The Commission took note of the work plan relating to sub-chapter 4.4 of documents 17 C/5 and 17 C/4. The Commission recommended that the General Conference adopt the draft recommendation 4.4 (para. 4119 of document 17 C/4) by 53 votes in favour, none against with one abstention. (For texts of resolutions and budget totals, see Annex).

Overall budget

179. At the conclusion of its discussions the Commission considered and recommended that the General Conference approve the budgetary provisions for the office of the Assistant Director-General.

180. Finally the Commission recommended that the General Conference approve the budgetary provision for Chapter 4 for 1973-1974 with the addition of $210,000 to cover the additional programme expenditures recorded earlier in this report. (For amounts and votes, see Annex).

Procedural questions arising from document 17 C/4

181. Since the seventeenth session was the first occasion on which document 17 C/4 had come before the General Conference in its present form, the Commission found some procedural difficulties in dealing with it and with draft resolutions bearing on planning over the medium term. The difficulties were increased by the dissatisfaction of some delegations with the form and content of document 17 C/4, by uncertainty about the legal distinction between a "resolution" and a "recommendation", and by the form of the opening phrase ("the Director-General is authorized") which appears in the printed text. The Commission devoted a good deal of time to these questions on four occasions; its debates and conclusions on procedure are summarized here. Substantive aspects of the debates, texts of resolutions and the like, appear elsewhere in the report.

182. At its third meeting the Commission first addressed itself to proposed recommendation 4.1 in document 17 C/4. Several delegations felt that the previous discussion had been concerned largely with the parallel section in document 17 C/5 and that the Draft Medium-Term Outline Plan had not been fully or adequately considered. Other delegations were uncertain whether 17 C/4 fell fully within the terms of reference of the Commission or whether its proposals required specific conference decisions.

183. The Commission accordingly decided by a vote of 24 in favour, 10 against, with 13 abstentions to take note of Section 4.1 of document 17 C/4.

184. At its fourth meeting the Commission heard a statement from its Chairman summarizing the recommendation of the General Committee of the Conference which provided that the Conference (and accordingly the Commission) should consider and deal with the drafts in document 17 C/4 as "recommendations" rather than as "resolutions". The object here is to provide guidance for the Director-General in the preparation of future plans and programmes, without in any way committing future sessions of the General Conference or unduly entering into matters of detail. The Deputy Director-General added that it was open to the Commission, of course, to recommend for adoption any text which it thought appropriate. It was in no way limited to the drafts in document 17 C/4. On the other hand, if the Commission recommended the adoption of no text, and simply took note of document 17 C/4, the Plenary would have no recommendation from the Commission before it, and would accordingly be able to provide no guidance to the Director-General on the subject matter involved.

185. Several delegations maintained that it would set a bad precedent to reopen a debate which had so recently been concluded, especially when no new questions of substance had been brought to the Commission's attention. The question had been closed and settled at the previous meeting. In addition delegates expressed doubts about the appropriateness of voting on a text which would apparently not be legally binding.

186. In response to a question, the Legal Adviser said that the matter of reopening debate was not covered by any specific article in the Rules of Procedure. However, it had been the use and practice of the General Conference to consider reopening the debate on the proposal of a delegation and, according to precedent, a simple majority would suffice to decide the question.

187. The motion to reopen the debate on Section 4.1 was lost by 13 votes in favour, 38 against, with 18 abstentions.

188. One delegation explained its vote.

189. At its fifth meeting the Commission considered the question again in connexion with a draft resolution (123) which dealt with the future programme and made reference to document 17 C/4.

190. In the discussion, some delegations took the position that the principle had been decided earlier. There was accordingly no need to go over the same ground again; the Commission should simply take note of the draft resolution.

191. Other delegations reported that the practice in other Commissions had been to consider and vote upon the drafts suggested in document 17 C/4, sometimes in amended form, and also to consider and act upon draft resolutions bearing on the future programme. A delegate stressed the importance of bringing communications questions to the attention of the Plenary meeting where their importance could be recognized. Other delegates suggested various formulae that might be employed by the Commission including "note with approval" and "recommend to the Director-General that he take note". A delegation made the point that Member States have the right to call for a vote on draft resolutions that are in order.

192. The Deputy Director-General explained how the Secretariat would interpret several of the formulae which had been suggested. "Noting" by the Commission, since it implies no Plenary action, does not constitute guidance at all. A recommendation that the "Plenary take note" constitutes guidance of the weakest sort and simply implies that no strong objection has been raised with respect to the text. A "recommendation to the General Conference that it recommend to the Director-General", if approved by the Conference, carries a great deal of weight. It is, for practical purposes, an instruction to the Director-General that he take the subject matter seriously into account.

193. The closure of the debate was moved.

194. As indicated elsewhere in this report, draft resolution 123 was endorsed by the Commission by 43 votes in favour, none against and 5 abstentions.

195. Four delegations explained their votes.

196. It was then moved and seconded that the Commission IV "adopt the same procedures as the other Commissions in dealing with resolutions bearing on the Draft Medium-Term Outline Plan for 1973-1978".

197. This resolution was carried by 36 votes in favour, 6 against and 6 abstentions.

198. One delegation explained its vote.

199. The Commission then proceeded to vote on recommendation 4.2 in document 17 C/4 and, in later meetings, on draft resolutions dealing with the future programme and on the drafts in subsequent sections of document 17 C/4.

200. One delegation explained his vote on recommendation 4.2.

201. The Deputy Director-General explained that the practice in other Commissions had been to replace the words "the Director-General is authorized" in the C/4 drafts with the words "The General Conference: Recommends that the Director-General, in the preparation of future programmes, be guided by the following:". Pursuant to the Commission's decision recorded in paragraph 197-198 above, the rapporteur subsequently amended the 17 C/4 recommendations accordingly.

202. Finally, at the fourteenth meeting, when the substantive discussions had been concluded, the Chairman pointed out that it appeared anomalous to forward recommendations on all the document 17 C/4 sub-chapters to come before the Commission except Sub-Chapter 4.1. He suggested that this situation might now be rectified and eight delegations supported his suggestion.

203. The Commission accordingly decided unanimously to reopen discussion of Section 4.1.

204. The Commission took note of the text of Sub-Section 4.1 in document 17 C/4.

205. The Commission recommended unanimously that the General Conference approve recommendation 4.1 in document 17 C/4. (For text of recommendation, see Annex)

206. In explaining its position, the delegation of the Union of Soviet Socialist Republics stated that for reasons earlier explained it had not taken part in the vote, and asked that the report of the Commission make explicit mention of this fact.

207. During the whole procedural debate two points were frequently stressed by several delegations and should accordingly be made explicitly clear in report:

(a) In discussing and voting on recommendations on the Draft Medium-Term Outline Plan, it must be fully understood that this session of the General Conference in no way limits the freedom of action of succeeding sessions of the General Conference, or the positions which delegations of Member States may take at those sessions.

(b) There is widespread dissatisfaction with the present form of the 17 C/4 document. Many delegations stressed that they are strongly in favour of planning, but that the present document 17 C/4 does not really enable the General Conference to provide effective and fully considered guidance to the Director-General for his use in preparing draft plans and programmes in the future.

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General Conference

Seventeenth session, Paris 1972

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17 C/98
Annex - Recommendations
14 November 1972

REPORT OF COMMISSION IV

DRAFT PROGRAMME AND BUDGET FOR 1973-1974

DRAFT MEDIUM-TERM OUTLINE PLAN FOR 1973-1978

Chapter 4 - Communication

ANNEX - RECOMMENDATIONS

SUB-CHAPTER 4.1 - FREE FLOW OF INFORMATION AND DEVELOPMENT OF COMMUNICATION

Section 4.11 - Free Flow of Information and International Exchanges

1. By 62 votes to none, with 4 abstentions, the Commission recommended that the General Conference adopt resolution 4.11 in the Draft Programme and Budget for 1973-1974 (document 17 C/5) amended as follows:

4.11: The Director-General is authorized:

(a) International circulation of persons and materials

(i) to extend to the fields of culture and communication the survey already made in the fields of science and education on the international movement of persons, and to issue publications such as Study Abroad;

(ii) to convene an intergovernmental conference of experts to review the application and possible extension of the Agreements adopted by the General Conference at its third (1948) and fifth (1950) sessions on the free flow of educational, scientific and cultural materials, and to enlist the support of competent international organizations for measures to facilitate the circulation of such materials;

(b) Promotion of the free flow of information

(i) to promote the development of national news agencies as a means of facilitating greater exchange of news between developing countries and increasing the flow of their news to the rest of the world;

(ii) to promote the transmission of specialized knowledge and provide reading material for life-long education through the national and local periodical press in developing countries;

(c) Space communication in the furtherance of Unesco's aims

(i) to study and promote the use of space communication for the furtherance of Unesco's aims, and to this end, to collect and disseminate information, carry out research and make the results available to Member States;

(ii) to promote international arrangements and regional co-operation in the use of space communication for the free flow of information, the spread of education and greater cultural exchanges;

(iii) to provide services and assistance to Member States, upon request, on the use of space communication in Unesco's fields of competence, and

(d) Professional standards in the fields of the mass media

to study, in co-operation with professional organizations and institutions in the fields of the mass media, the possibility of establishing guidelines for national codes designed to promote the sense of responsibility which should accompany the full exercise of freedom of information.

1 A. The Commission recommended by 47 votes to nine, with 13 abstentions, that the General Conference proclaim the Declaration of guiding principles on the use of satellite broadcasting for the free flow of information, the spread of education and greater cultural exchange:

DECLARATION OF GUIDING PRINCIPLES ON THE USE OF SATELLITE BROADCASTING FOR THE FREE FLOW OF INFORMATION, THE SPREAD OF EDUCATION AND GREATER CULTURAL EXCHANGE

The General Conference of the United Nations Educational, Scientific and Cultural Organization meeting in Paris at its seventeenth session in 1972,

Recognizing that the development of communication satellites capable of broadcasting programmes for community or individual reception establishes a new dimension in international communication,

Recalling that under its Constitution the purpose of Unesco is to contribute to peace and security by promoting collaboration among the nations through education, science and culture, and that, to realize this purpose, the Organization will collaborate in the work of advancing the mutual knowledge and understanding of peoples through all means of mass communication and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image,

Recalling that the Charter of the United Nations specifies, among the purposes and principles of the United Nations, the development of friendly relations among nations based on respect for the principle of equal rights, the non-interference in matters within the domestic jurisdiction of any State, the achievement of international co-operation and the respect for human rights and fundamental freedoms,

Bearing in mind that the Universal Declaration of Human Rights proclaims that everyone has the right to seek, receive and impart information and ideas through any media and regardless of frontiers, that everyone has the right to education and that everyone has the right freely to participate in the cultural life of the community, as well as the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author,

Recalling the Declaration of Legal Principles Governing the Activities of States in the Exploration of Use of Outer Space (resolution 1962 (XVIII) of 13 December 1963), and the Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies, of 1967 (hereinafter referred to as the Outer Space Treaty),

Taking account of United Nations General Assembly resolution 110(II) of 3 November 1947, condemning propaganda designed or likely to provoke or encourage any threat to the peace, breach of the peace or act of aggression, which resolution as stated in the preamble to the Outer Space Treaty is applicable to outer space; and the United Nations General Assembly resolution 1721 D (XVI) of 20 December 1961 declaring that communication by means of satellites should be available as soon as practicable on a global and non-discriminatory basis,

Bearing in mind the Declaration of the Principles of International Cultural Co-operation adopted by the General Conference of Unesco, at its fourteenth session,

Considering that radio frequencies are a limited natural resource belonging to all nations, that their use is regulated by the International Telecommunications Convention and its Radio Regulations and that the assignment of adequate frequencies is essential to the use of satellite broadcasting for education, science, culture and information,

Noting the United Nations General Assembly resolution 2733 (XXV) of 16 December 1970 recommending that Member States, regional and international organizations, including broadcasting associations, should promote and encourage international co-operation at regional and other levels in order to allow all participating parties to share in the establishment and operation of regional satellite broadcasting services,

Noting further that the same resolution invites Unesco to continue to promote the use of satellite broadcasting for the advancement of education and training, science and culture, and in consultation with appropriate intergovernmental and non-governmental organizations and broadcasting associations, to direct its efforts towards the solution of problems falling within its mandate,

Proclaims on the day of 1972, this Declaration of Guiding Principles on the Use of Satellite Broadcasting for the Free Flow of Information, the Spread of Education and Greater Cultural Exchange:

Article I

The use of Outer Space being governed by international law, the development of satellite broadcasting shall be guided by the principles and rules of international law, in particular the Charter of the United Nations and the Outer Space Treaty.

Article II

1. Satellite broadcasting shall respect the sovereignty and equality of all States.

2. Satellite broadcasting shall be conducted with due regard for the rights of individual persons and non-governmental entities as recognized by States and international law.

Article III

1. The benefits of satellite broadcasting should be available to all countries without discrimination and regardless of their degree of development.

2. The use of satellites for broadcasting should be based on international co-operation, world-wide and regional, intergovernmental and professional.

Article IV

1. Satellite broadcasting provides a new means of disseminating knowledge and promoting better understanding among peoples.

2. The fulfilment of these potentialities requires that account be taken of the needs and rights of audiences, as well as the objectives of peace, friendship and co-operation between peoples, and of economic, social and cultural progress.

Article V

1. The objective of satellite broadcasting for the free flow of information is to ensure the widest possible dissemination, among the peoples of the world, of news of all countries, developed and developing alike.

2. Satellite broadcasting, making possible instantaneous world-wide dissemination of news, requires that every effort be made to ensure the factual accuracy of the information reaching the public. News broadcasts shall identify the body which assumes responsibility for the news programme as a whole, attributing where appropriate particular news items to their source.

Article VI

1. The objectives of satellite broadcasting for the spread of education are to accelerate the expansion of education, extend educational opportunities, improve the content of school curricula, further the training of educators, assist in the struggle against illiteracy, and help ensure life-long education.

2. Each country has the right to decide on the content of the educational programmes broadcast by satellite to its people and, in cases where such programmes are produced in co-operation with other countries, to take part in their planning and production, on a free and equal footing.

Article VII

1. The objective of satellite broadcasting for the promotion of cultural exchange is to foster greater contact and mutual understanding between peoples by permitting audiences to enjoy, on an unprecedented scale, programmes on each other's social and cultural life including artistic performances and sporting and other events.

2. Cultural programmes, while promoting the enrichment of all cultures, should respect the distinctive character, the value and the dignity of each, and the right of all countries and peoples to preserve their cultures as part of the common heritage of mankind.

Article VIII

Broadcasters and their national, regional and international associations should be encouraged to co-operate in the production and exchange of programmes and in all other aspects of satellite broadcasting including the training of technical and programme personnel.

Article IX

1. In order to further the objectives set out in the preceding articles, it is necessary that States, taking into account the principle of freedom of information, reach or promote prior agreements concerning direct satellite broadcasting to the population of countries other than the country of origin of the transmission.

2. With respect to commercial advertising, its transmission shall be subject to specific agreement between the originating and receiving countries.

Article X

In the preparation of programmes for direct broadcasting to other countries, account shall be taken of differences in the national laws of the countries of reception.

Article XI

The principles of this Declaration shall be applied with due regard for human rights and fundamental freedoms.

2. By 50 votes to 6, with 9 abstentions, the Commission further recommended that the General Conference adopt the following resolution (DR.13 Rev.1):

The General Conference,

1. Noting that the Approved Programme and Budget of Unesco for 1971-1972 (document 16 C/5 Approved, para. 4061) had made a provision for Unesco's co-operation with the United Nations Commission on Human Rights in its programme of Freedom of Information in regard to the efforts to help the profession and the operators of mass media,

2. Appreciating the need to develop international guidelines for a code of ethics in journalism to further the objectives of Unesco in bringing nations together and promoting international understanding,

> 3. Recommends that Unesco, in consultation with the representatives of the press, radio and television organizations and other institutions concerned with mass communication, organize, as soon as practicable, an international conference to draw up a code of ethics for the operators and managements of mass media for the consideration of Member States.

3. The Commission recommended that the General Conference take note of the Work Plan for Section 4.11, on the understanding that account will be taken during its implementation of the considerations included in the explanatory part of this report.

4. By 66 votes to none, with 5 abstentions, the Commission recommended that the General Conference approve the budget of $894,505 for the Regular Programme under Section 4.11.

Section 4.12 - Communication Research and Planning

5. By 53 votes to none, with 5 abstentions, the Commission recommended that the General Conference adopt the following resolution, as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.12: The Director-General is authorized to further development of communication research, especially in its application to the formulation of communication policies and the elaboration of national strategies and plans for communication in the service of development, and in particular:
>
> (a) to promote and undertake studies and research, and to encourage the international exchange of information on communication research and, in this, to provide grants-in-aid and/or services in 1973-1974 not exceeding $60,000 to national and regional clearing houses and documentation centres, it being understood that such assistance will not be continued beyond 1976;
>
> (b) to undertake studies of national communication policies and to promote, co-ordinate and conduct studies contributing to the advancement of communication planning, particular attention to be given to the elaboration and evaluation of alternative strategies for communication in the service of economic, social and cultural development; and
>
> (c) to assist Member States, upon request, in the establishment of communication research programmes; in the training of research personnel; in the formulation of communication policies; in the definition of long-term communication plans and strategies within the framework of national social and economic policies; in the formulation of integrated programmes and in the identification, analysis and preparation of projects which may receive external assistance.

6. The Commission recommended that the General Conference take note of the Work Plan for Section 4.12, as set out in the Draft Programme and Budget for 1973-1974 (document 17 C/5).

7. By 50 votes to 5, with 3 abstentions, the Commission recommended that the General Conference approve the budget of $647,135 for the Regular Programme under Section 4.12.

Section 4.13 - Development and Application of the Communication Media

8. The Commission recommended unanimously that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

4.13: The Director-General is authorized:

(a) to promote, at the national level, development of the communication media and the training of communication personnel, particularly by co-operating with mass communication institutes, by undertaking studies and by organizing seminars and training courses;

(b) to undertake activities to develop and improve the use of the communication media, particularly with regard to:

(i) an overall strategy for life-long education,

(ii) the strengthening and extension of educational programmes for the rural population, with particular reference to ethnic and linguistic minority groups,

(iii) the promotion of new forms of communication, as well as the use of mass communication media, in order to facilitate the dissemination of new forms of expression, particularly those being developed among young people,

(iv) family planning and drug abuse control;

(c) to promote the formulation of book development programmes and development of the national book industries of Member States by undertaking studies and research, organizing training courses, seminars and pilot projects; and to maintain the Regional Book Development Centre for Asia, Karachi, for the implementation of book development programmes in Asian Member States; and

(d) to assist Member States, upon request, in activities related to development and application of the communication media as described in this resolution.

8 A. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in document 17 C/75 Addendum 2:

International Book Year

The General Conference,

1. Noting with satisfaction the report of the Director-General on International Book Year - 1972 (document 17 C/75 and Addendum),

2. Recording its profound gratification with the results achieved by International Book Year, which have provided a vast impetus for the promotion of books and reading throughout the world,

3. Noting that virtually all Member States drew up and executed national programmes for International Book Year and that many of these initiatives were conceived as long-term actions,

4. Noting with satisfaction that these results were achieved with limited financial participation by the Organization and that the establishment of a small co-ordination unit in the Secretariat proved to be an effective means of promoting action,

5. Expressing gratification that the experience of International Education Year was taken effectively into account in the pursuit of International Book Year,

6. Noting, in particular, that International Book Year, under the slogan "Books for All", has given renewed significance to Unesco's long-term programme for book development,

7. Noting further that the series of regional meetings for book development (Asia 1966, Africa 1968, Latin America 1969 and Arab States 1972) has resulted in the establishment of regional centres and many new initiatives for national book development as well as long-term programmes linked to the Second United Nations Development Decade,

8. Noting further that the discussion which took place at the symposium held in Moscow from 12 to 15 September 1972 on the subject of "Books in the Service of Peace, Humanism and Progress", and of which a summary is presented by the Director-General in document 90 EX/10 Add., makes it possible to carry out an analysis in depth of the main themes of International Book Year,

9. Emphasizing the indispensable contribution made by international non-governmental organizations, professional associations and National Commissions,

10. Noting the adoption of the text of the "Charter of the Book" by the professional organizations of the world book community,

11. Further emphasizing the active rôle played by the mass media throughout the world in making known to the general public the objectives of International Book Year,

12. Reaffirming the rôle of books in literary, scientific and philosophical culture and in the free flow of ideas, as well as the importance of the quality and content of books in the realization of Unesco's objectives, namely: peace and security; promotion of universal respect for justice, of the rule of law and of human rights, including the protection of the rights of minorities and the campaign against racialism and colonialism; development; and the achievement of life-long education,

13. Considering the general preoccupation with the promotion of the reading habit and the need to synthesize the considerable body of research already being carried out in this field,

14. Invites Member States:

(a) to pursue the initiatives undertaken during International Book Year to achieve the aims approved by the General Conference at its sixteenth session (16 C/83 Rev.) for the (i) use of books in the service of education, international understanding and peaceful co-operation; (ii) encouragement of authorship and translation, with due regard to copyright; (iii) production and distribution of books, including the development of libraries; and (iv) promotion of the reading habit;

(b) to give continuing consideration to the suggestions for book development emerging from the regional meetings convened by Unesco;

(c) in co-operation with National Commissions, to designate or reinforce national institutions for book promotion, drawing wherever possible upon national committees for International Book Year or other existing bodies such as book development councils;

15. Urges the non-governmental organizations to continue their fruitful association with each other and with Unesco in promoting the objectives of the Year;

16. Authorizes the Director-General:

(a) to publish as early as possible in 1973 a digest and appraisal of initiatives taken and techniques employed during International Book Year with a view to making the most advantageous use of this information for the future;

(b) to maintain, at an appropriate level in the Communication Sector, a Co-ordination Unit for Book Promotion which will provide an integrated approach to planning and policy of all Unesco activities relating to the promotion of books both at Headquarters and in the field, and will assist Member States and international organizations in pursuing initiatives for the promotion of books taken within the framework of International Book Year;

(c) to seek with Member States means to disseminate the publications of Unesco much more broadly in libraries and teaching institutions;

17. Invites the Director-General to submit to the General Conference at its eighteenth session a report on a further long-term programme for book promotion, including an examination of the possibility of regrouping and concentrating all book-related activities in Unesco's programme.

9. The Commission recommended that the General Conference take note of the Work Plan for Section 4.13, as set out in the Draft Programme and Budget for 1973-1974 (document 17 C/5), on condition that account shall be taken during its implementation of the relevant considerations included in the body of this report.

10. By 60 votes to 4, with 3 abstentions, the Commission recommended that the General Conference approve the budget of $1,953,660 for the Regular Programme under Section 4.13.

11. By 48 votes to none, with 6 abstentions, the Commission recommended that the General Conference approve the budget of $3,616,820 for the Regular Programme under Sub-Chapter 4.1 - Free Flow of Information and Development of Communication.

12. At its final meeting, after further examination of the budget for Section 4.13, the Commission recommended, by 60 votes to none, with 2 abstentions, that the General Conference approve a supplementary credit of $80,000 for the Regular Programme under this Section, for the purpose of providing African Member States with advisory services in communication-media development and planning and with the equipment necessary for various pilot projects.

13. The Commission unanimously recommended that the General Conference approve the following recommendation, as it appears in substance in the Draft Medium-Term Outline Plan for 1973-1978 (document 17 C/4):

4.1: The General Conference:

Recommends the following to the Director-General for guidance in the preparation of future programmes:

4.11

(a) to collect, analyse and disseminate information on the international movement of persons working in the Organization's fields of competence and to facilitate the free flow of educational, scientific and cultural materials;

(b) to promote the establishment and strengthening of regional organizations of press agencies and of the periodical press in the developing countries, in order to secure an increasing and more balanced flow of information from all countries;

(c) to disseminate information on the use of space communication to promote the free flow of information, the development of education and greater

cultural exchange, to promote international agreements and professional co-operation in this field and to assist Member States in the use of space communication for educational, cultural or information purposes;

(d) to determine, in co-operation with professional institutions and organizations concerned with the communication media, the general principles of a code of ethics intended to foster in those possessing or employing communication media that sense of responsibility which should accompany exercise of the freedom of information;

4.12

(a) to promote through studies and research an understanding of the rôle of communication in society, and to assist in the establishment and development of a network of documentation centres for exchange of information on this subject;

(b) to assist Member States in elaborating their policies and planning their development in the matter of communication, and for that purpose to undertake studies on communication economics and policies, with a view to establishing a methodology of planning, and to facilitate the training of communication planners;

4.13

(a) to assist Member States in developing their communication media and training qualified personnel by applying national or multinational programmes, more particularly with a view to the transfer of the latest technological information and instruction in modern methods of managing communication systems;

(b) to promote the application of communication techniques for development, particularly with regard to life-long education, literacy, rural development, education for women, the promotion of new forms of expression for the young, family planning and drug abuse control;

(c) to promote the development of national book industries, to assist vocational training in this field, to facilitate the establishment of regional book development centres, and to foster international co-operation in this field.

SUB-CHAPTER 4.2 - DOCUMENTATION, LIBRARIES AND ARCHIVES

Section 4.21 - Research and Planning

14. By 51 votes in favour, none against and 2 abstentions, the Commission recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

4.21: The Director-General is authorized:

(a) to promote and co-ordinate research in the fields of documentation, libraries and archives:

(i) by establishing an "International Information System on Research in Documentation" to facilitate the international exchange and transfer of research results;

(ii) by encouraging and undertaking studies on the improvement of documentation, library and archive services, and by promoting application of the results of these studies;

(iii) by providing information and issuing publications relating to the planning and improvement of documentation, library and archives services;

(iv) by collaborating with competent intergovernmental organizations, as well as with international non-governmental organizations and national institutions active in the field of documentation, libraries and archives, so as to foster, in particular, co-ordination of their activities, and by granting to international non-governmental organizations in this field subventions not exceeding $65,000 in 1973-1974;

(b) to promote the planning of documentation, library and archives services as an integral part of national communication and infrastructures in support of development:

(i) by developing planning methodology and preparing guidelines and aids for planning;

(ii) by convening, in co-operation with the International Federation for Documentation, the International Federation of Library Associations and the International Council on Archives, an intergovernmental conference on the planning of overall national documentation, library and archives infrastructures, with a view to generalizing the findings of the regional conferences on planning in Latin America, Asia, Africa and the Arab States, and to defining general guidelines of planning policy and methodology for application to documentation, library and archives services;

(iii) by providing assistance to Member States, on their request, in the fields mentioned above; and

(c) to encourage the international exchange of publications.

15. By 50 votes in favour, none against and one abstention, the Commission recommended that the General Conference approve the budget of $741,535 for section 4.21 (17 C/5 paragraph 4106).

16. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (17 C/5):

4.22: The Director-General is authorized:

(a) to promote the development and establishment of integrated national and regional documentation, libraries and archives services, and in particular:

(i) to assist in the establishment of pilot projects on the mechanization of documentation and information services, one in a Member State in Latin America and another in a Member State in Asia, it being understood that Unesco assistance to the projects will not be continued beyond 1974;

(ii) to assist in the establishment of a pilot project in the development of public libraries in a Member State in Latin America, it being understood that Unesco assistance to the project will not be continued beyond 1976;

(iii) to continue assistance to the pilot project in archives development in the Ivory Coast, it being understood that Unesco assistance will not be continued beyond 1974;

(b) to promote the establishment of facilities for training documentalists, librarians and archivists; and

(c) to assist Member States, upon request, in undertaking activities for achieving the objectives described in this resolution.

17. By 23 votes in favour, none against and 15 abstentions, the Commission recommended that the General Conference approve the budget of $958,745 for section 4.22 (17 C/5, paragraph 4125) with the addition of $90,000.

18. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (17 C/5):

> 4.23: The Director-General is authorized to continue and develop the operation of the Computerized Documentation Service by:
>
> processing, storing and disseminating information on Unesco documents and publications, and to make available both current and past documents either as microfilms or as enlargements thereof; and
>
> serving as a continuing pilot project for the demonstration of, and training in, the use of modern equipment and the application of advanced technology to problems of the development of documentation services and information retrieval.

19. By 27 votes in favour, none against and 2 abstentions, the Commission recommended that the General Conference approve the budget of $537,290 for section 4.23 (17 C/5, paragraph 4141).

20. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (17 C/4):

> 4.24: The Director-General is authorized to continue the operation of the Unesco Library, Documentation and Archives Services.

21. By 37 votes in favour, none against, and one abstention the Commission recommended that the General Conference approve the budget of $1,157,425 for section 4.24 (17 C/5, paragraph 4147).

22. The Commission recommended that the General Conference take note of the appropriate work plans and texts.

23. By 28 votes in favour, none against and 11 abstentions, the Commission recommended that the General Conference approve the budget of $3,483,055 for Sub-Chapter 4.2 (17 C/5, paragraph 4105) with the addition of $90,000 as indicated above.

24. By 43 votes in favour, none against, and 5 abstentions, the Commission recommended that the General Conference adopt the following resolution (DR.123 as amended):

The General Conference,

Considering that national archival establishments are essential organs of public administration in developed and developing nations alike,

Considering also that they play a crucial rôle in creating a good system of keeping public records, which is so indispensable to governmental efficiency,

Considering further that they enhance the effectiveness of economic and social development programmes both by promoting business-like records management practice on a current basis in the governmental departments responsible for development and by making available to these agencies from their permanent archival holdings retrospective data that will make possible, on the one hand, continuity of development policy and maximum utilization of previous experience; and, on the other hand, will prevent unnecessary duplication of costly and time-consuming past effort,

Considering further that they preserve permanently the national documentary patrimony required to support national intellectual development through research in all branches of learning and particularly in the national history,

Requests the Director-General, in drawing up the Organization's plans for 1975-1976 and subsequent biennia, to give careful consideration to the following suggested proposals and activities:

(a) Allocation of additional financial resources to the archives unit for the purpose of recruiting a second professional archivist and for creating an administrative unit within the Department for the handling of archival activities;

(b) Initiation of research studies on the techniques of selection and presentation of documents for historical exhibitions; the use of archives for educational purposes at the primary and secondary levels; the construction of archival buildings and their stack equipment adapted to the needs of developing countries; and the development of proposed international record appraisal standards;

(c) Increasing further the amount of the subvention and contracts given to the International Council of Archives;

(d) Establishment, on an experimental basis, of the post of an itinerant archival expert attached to one of Unesco's existing regional offices;

(e) Formulation of an archival pilot project in developing English-speaking African, Arab and Latin American countries;

(f) Establishment of training centres, similar to the one in Dakar, which could meet the urgent needs of English-speaking Africa, South East Asia, and the Arab States;

(g) Organization of basic seminars for the training of sub-professional archival personnel to assist in the preparation of curricula and training of teaching staff for archivists;

(h) Organization of a seminar for the training of restoration technicians to be organized by Unesco in Africa, Asia, Arab countries, Latin America, and Mediterranean countries.

25. By 30 votes in favour, none against and 4 abstentions, the Commission recommended that the General Conference approve the following recommendations as they appear in substance in the Draft Medium-Term Outline Plan for 1973-1978 (document 17 C/4):

4.2 The General Conference:

4.21 Recommends the following to the Director-General for guidance in the preparation of future programmes:

to promote research in the fields of documentation, libraries and archives and the planning of global infrastructures in these fields in Member States:

(a) by facilitating the international exchange of the findings of research and access to such findings by the developing countries; disseminating information and publications, and maintaining working relations with international non-governmental organizations and national institutions active in the fields of documentation, libraries and archives;

(b) by co-operating in the drafting of directives and general principles relating to the policy and methodology of planning infrastructures for documentation, libraries and archives which will assist Member States in establishing national plans for the development of their institutions and services in these fields;

(c) by encouraging the international exchange of publications;

4.22

(a) to promote in Member States the establishment and development of documentation, library and archives services, encouraging especially the use of modern techniques;

(b) to improve and develop activities for the training of specialists in the fields of documentation, libraries and archives;

4.23

to continue and develop the operation of the Computerized Documentation Service within the Secretariat;

4.24

to continue the operation of the Unesco Library and Documentation and Archives Services.

SUB-CHAPTER 4.3 - PUBLIC INFORMATION AND PROMOTION OF INTERNATIONAL UNDERSTANDING

26. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.30: The Director-General is authorized to undertake, in collaboration with National Commissions, national and international mass media and governmental and non-governmental organizations, and with the information services of the other organizations in the United Nations system, activities designed to promote international understanding and co-operation by making better known to a broad, educated public and, through it, to other publics, the aims, ideals, efforts and achievements of Unesco as part of the United Nations system, giving special attention to programme areas mentioned in resolutions 7, 8, 9 and 10 adopted by the General Conference at its sixteenth session (1970), to the United Nations Development Programme, as well as to other areas to which special importance was accorded by the General Conference at its seventeenth session.

27. The Commission recommended by 32 votes in favour, 15 against, with 13 abstentions that the General Conference adopt the following resolution (DR.66):

> The General Conference,
>
> Recalling that under the terms of the Constitution, "the purpose of the Organization is to contribute to peace and security by promoting collaboration among the nations through education, science and culture",
>
> Taking into account the rapid development of the mass information media which constitute one of the most important elements in modern scientific and technological progress,
>
> Noting the ever-increasing rôle played by the mass information media in the intellectual life of society and the shaping of public opinion,
>
> Bearing in mind the principles set out in the Declaration on the Elimination of All Forms of Racial Discrimination, in the Universal Declaration of Human Rights, in the Declaration on the Granting of Independence to Colonial Peoples and Countries, in the Declaration on the Inadmissibility of Intervention in the Domestic Affairs of States and the Protection of their Independence and Sovereignty, and in Resolution 110 (II) of the United Nations General Assembly, dated 3 November 1947, which condemned all forms of propaganda and the inciters of a new war,

Reaffirming resolutions 6.21, 10 and 9 adopted at its thirteenth, fourteenth and fifteenth sessions respectively, as well as resolution 8, entitled "Unesco's Contribution to Peace and its Tasks with Respect to the Elimination of Colonialism, and Utilization of Unesco's Programme as a means of Strengthening Co-operation between European States in the Interests of Peace and Security in Europe", and resolution 4.301, both adopted at its sixteenth session,

Referring to resolution 2 of the Venice Conference of Ministers of Culture by which Member States were recommended to "strengthen, by means of culture and information, their work in support of peace and international understanding, and consequently take appropriate action against the production, publication and circulation of works which contain incitements to hatred between nations, to violence and to war",

Welcoming Recommendation 32 of the Intergovernmental Conference on Cultural Policies in Europe (Helsinki, June 1972), which invites Member States to "have active recourse to cultural relations and information media for spreading the ideas of peace, friendship and mutual understanding among nations",

Once again invites Member States to take all possible measures to ensure that the mass information media are not used for propaganda on behalf of war, racialism and hatred among nations;

Notes the work done by the Secretariat in preparing a report based on replies from Member States concerning existing legislation and the measures taken by them to prevent the information media from being used for propaganda on behalf of war, racialism and hatred among nations;

Requests the Director-General to prepare and to submit to the eighteenth session of the General Conference a draft declaration concerning the fundamental principles governing the use of the mass information media with a view to strengthening peace and international understanding and combating war propaganda, racialism and apartheid.

28. The Commission also unanimously recommended that the General Conference adopt the following resolution (DR.225):

The General Conference,

Reaffirming resolution 9 adopted by the General Conference of Unesco at its sixteenth session, calling for the full contribution of Unesco to the International Development Strategy and the Second Development Decade,

Considering that a number of United Nations bodies and organizations have continued to express deep concern over the basic trends in the world social situation,

Considering that the United Nations Assembly, at its twenty-sixth session, reaffirmed the urgency of taking effective measures aimed at halting the deterioration of the world situation and at promoting economic, social and cultural development,

Aware of the positive rôle that Unesco and the National Commissions can play in improving this situation within their specific field of activity,

Recommends that Member States:

initiate and take part in campaigns aimed at mobilizing public support for the international development strategy and its objectives in the spheres of education, science, culture and communication;

draw the attention of governmental and non-governmental bodies and agencies to this domain so as to ensure a better co-operation of the bilateral and multilateral development policies of their countries;

further promote operative development activities such as the training of experts to and from the developing countries, Unesco fellowship programmes, and others;

encourage and undertake activities designed to increase understanding and a sense of international solidarity among young people and their organizations with regard to the problems of development and aid to the developing countries;

Invites the Director-General:

to accord special attention to the implementation of projects contemplated in the light of the objectives of the Second Development Decade;

to find appropriate means to disseminate information to the National Commissions and Member States on the measures taken by Unesco to fulfil the objectives and policies of the Second Development Decade.

Section 4.31 - Press and publications

29. By 63 votes in favour, none against, with one abstention, the Commission recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

4.31: The Director-General is authorized to continue to provide journalists and press agencies with the necessary information and documentation on Unesco's aims and activities, ensuring in particular, with the assistance of the National Commissions, the production and distribution of articles and bulletins - such as "Unesco Features" and "Unesco Chronicle" - and of booklets for the general public.

30. The Commission recommended that the General Conference take note of the Work Plan of Section 4.31 as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5), on the understanding that in its execution corresponding considerations in the descriptive and explanatory parts of this report shall be taken into account.

31. By 59 votes in favour and none against, with 3 abstentions, the Commission recommended that the General Conference approve the appropriation of $1,356,160 made for Section 4.31 of the Regular Programme.

Section 4.32 - Unesco Courier

32. The Commission recommended unanimously that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.32: The Director-General is authorized to continue to publish the monthly periodical "Unesco Courier" in English, French and Spanish, and to arrange for the publication of identical versions in Arabic, German, Hebrew, Hindi, Italian, Japanese, Persian, Portuguese, Russian, Tamil and other languages through contracts or other arrangements with National Commissions.

33. The Commission recommended that the General Conference take note of the Work Plan for Section 4.32 as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5), on the understanding that in its execution corresponding considerations in the descriptive and explanatory parts of this report shall be taken into account.

34. The Commission recommended by 62 votes in favour and none against, with 3 abstentions, that the General Conference approve the appropriation of $1,388,725 made for Section 4.32 of the Regular Programme.

Section 4.33 - Radio and visual information

35. The Commission recommended unanimously that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.33: The Director-General is authorized to continue to assist and co-operate with radio broadcasting, television, film and visual media agencies in the production and distribution of audio-visual material on Unesco's aims and activities.

36. The Commission recommended that the General Conference take note of the Work Plan for Section 4.33 appearing in the Draft Programme and Budget for 1973-1974 (document 17 C/5), on the understanding that in its execution corresponding considerations in the descriptive and explanatory parts of the report shall be taken into account.

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37. By 61 votes in favour and none against, with 3 abstentions, the Commission recommended that the General Conference approve the appropriation of $1,856,540 made for Section 4.33 of the Regular Programme.

Section 4.34 - Public liaison

38. The Commission recommended unanimously that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.34: The Director-General is authorized:
>
> (a) to continue to assist National Commissions, Unesco Clubs and non-governmental organizations in the production, adaptation and distribution of information materials; in the organization of meetings, exhibitions and other special events; in the promotion of voluntary assistance projects through the Unesco Gift Coupon Programme; and in the carrying out of other information activities on themes of interest to Unesco; and
>
> (b) to continue to operate the Unesco Coupon Schemes as authorized by resolutions 5.33 and 5.34 adopted by the General Conference at its ninth session (1956) and by resolution 19 adopted at its fifteenth session (1968) and modified at its sixteenth session (1970), and the Philatelic Service as authorized by resolution 5.14 adopted by the General Conference at its tenth session (1958).

39. The Commission recommended that the General Conference take note of the Work Plan for Section 4.34 of the Draft Programme and Budget for 1973-1974 (document 17 C/5), on the understanding that in its execution corresponding considerations in the descriptive and explanatory parts of the report shall be taken into account.

40. By 60 votes in favour and none against, with 2 abstentions, the Commission recommended that the General Conference approve the appropriation of $620,873 made for Section 4.34 by the Regular Programme.

Section 4.35 - Anniversaries of great personalities and events

41. By 62 votes in favour and none against, with 4 abstentions, the Commission recommended that the General Conference adopt the following resolution as contained in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.35: The General Conference, desirous of ensuring that commemoration of the anniversaries of great personalities and events in Member States contributes to familiarity with those names and events which have left an imprint on the development of human society and culture, authorizes the Director-General to continue:

(a) to invite National Commissions to submit a list of the anniversaries (full centenaries or multiples thereof) of great personalities and events in the fields of education, science, culture and communication which those Commissions will commemorate in their respective countries in the course of the next two years;

(b) to publish a list of such anniversaries in the form of a two-year calendar and to distribute it to National Commissions, non-governmental organizations and the press; and

(c) to use the two-year calendar as a guide for the information services of the Organization in the preparation of articles and radio and television programmes.

42. The Commission recommended that the General Conference take note of the Work Plan for Section 4.35 of the Draft Programme and Budget for 1973-1974 (document 17 C/5), on the understanding that in its execution corresponding considerations referred to in the descriptive and explanatory parts of the report shall be taken into account.

43. By 56 votes in favour and five against, with two abstentions, the Commission recommended that the General Conference approve the appropriation of $514,760 made for field information services and directing staff of the Office of Public Information.

44. By 59 votes in favour and none against, with three abstentions, the Commission recommended that the General Conference approve the appropriation of $5,737,058 for Section 4.3 - Public Information and International Understanding - of the Regular Programme. (This sum does not include the budgetary increase which might result from the adoption of draft resolution 17 C/DR.66, which according to the note by the Director-General would amount to approximately $40,000).

45. The Commission unanimously recommended that the General Conference approve the following recommendation bearing on the Draft Medium-Term Outline Plan for 1973-1978 (document 17 C/4, and DR.144):

4.3: The General Conference:

Recommends the following to the Director-General for guidance in the preparation of future programmes:

4.31

inform the public on Unesco's programme through the production and diffusion of increasingly diversified press material and information booklets and increase the number of joint productions;

4.32

continue to publish the "Unesco Courier", to strengthen its impact by promoting new language versions, and to undertake particular efforts to increase its circulation;

4.33

continue the production, joint production and distribution of radio and television programmes concerning the activities and goals of Unesco, and to make greater use of the audio-visual media in line with the rapid socio-technological developments in the field of mass communications;

4.34

stimulate and encourage National Commissions as well as Unesco Clubs Federations, United Nations Associations, and other non-governmental organizations to carry out public information activities, including the translation, joint production, adaptation and distribution of public information materials prepared at Headquarters in order that these may reach a wider audience, and to intensify the efforts to promote the growth of Unesco Clubs and their co-ordination at the sub-regional, regional and international levels;

4.35

take account of public information requirements in the preparation of large-scale programmes.

SUB-CHAPTER 4.4 - STATISTICS RELATING TO EDUCATION, SCIENCE AND TECHNOLOGY, CULTURE AND COMMUNICATION

46. The Commission unanimously recommended that the General Conference adopt the following resolution as it appears in the Draft Programme and Budget for 1973-1974 (document 17 C/5):

> 4.41: The Director-General is authorized:
>
> (a) to collaborate with international and regional organizations with a view to promoting the co-ordination between those with inter-related statistical activities; and to provide the International Statistical Institute with a subvention in 1973-1974 not exceeding $27,000;
>
> (b) to collect, compile, analyse and publish statistics related to education, science, culture and communication; and to undertake studies for the improvement of methodology and international comparability of statistics in these fields, particularly as regards indicators, projections, and other statistical data required for the Second Development Decade; and
>
> (c) to assist Member States, upon request, in the development of their statistical services related to education, science, culture and communication, and in the planning and operation of teaching programmes in statistics, especially at the university level.

47. By 51 votes in favour and none against, with eight abstentions, the Commission recommended that the General Conference approve the budget of $1,501,732 for Sub-Chapter 4.4.

48. By 53 votes in favour and none against, with one abstention, the Commission recommended that the General Conference approve the following recommendation bearing on the Draft Medium-Term Outline Plan for 1973-1978 (document 17 C/4):

> 4.4 The General Conference:
>
> 4.4.1 Recommends the following to the Director-General for guidance in the preparation of future programmes:
>
> (a) continue to collaborate with competent international and regional organizations and to support international non-governmental organizations active in the field of statistics;

(b) develop Unesco's activities in statistics within its areas of competence, particularly those activities designed to meet the increased needs for statistical services for planning and evaluation in the fields of education, science, culture and communication, including methodological work in these fields to be undertaken in close co-operation with the appropriate organizations of the United Nations system, special attention being given to the development of an integrated system of demographic and social statistics and the elaboration of a series of inter-agency demographic and related projections in such areas as population, education, manpower and agriculture;

(c) increase assistance to Member States concerning statistics on science, culture and communication as well as on education, and including teaching and training programmes in statistics.

Office of the Assistant Director-General

49. By 56 votes in favour and none against, with one abstention, the Commission recommended that the General Conference approve the budget of $547,935 as indicated in the Draft Programme and Budget for 1973-1974 (document 17 C/5) for the Office of the Assistant Director-General.

50. By vote of 52 in favour and none against, with eight abstentions, the Commission recommended that the General Conference approve the budget covering the programme originally outlined in document 17 C/5 ($14,891,600) plus additional credits of $80,000 for Section 4.13 and of $90,000 for Section 4.22 and of $40,000 required to implement draft resolution 66, for a total for the sector of $15,101,600.